



# Workforce Issuance

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☐ Policy ☒ Information

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**To:** Chief Elected Officials  
MassHire Workforce Board Chairs  
MassHire Workforce Board Directors  
MassHire Career Center Directors  
MassHire Fiscal Officers  
MassHire Operations Managers

**cc:** WIOA State Partners

**From:** Diane Hurley, Acting Director  
MassHire Department of Career Services

**Date:** January 26, 2023

**Subject:** **Using Social Media as an Outreach and Marketing Tool – WorkforceGPS**

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**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other workforce partners of an upcoming WorkforceGPS webinar: [Post, Like, Follow, Share! Using Social Media as an Outreach and Marketing Tool](#) on Tuesday, February 7, 2023 from 1:00 – 2:00.

**Background:** The Next Level Now (NLN) Collaborative is a new initiative by the U.S. Department of Labor's Employment and Training Administration (DOL ETA) and provides TA to workforce entities across the US and its territories.

As a follow-up to the first Outreach and Marketing webinar, this webinar will be focused on utilizing social media, including:

- Demographic information of social media platforms,
- Developing a social media strategy,
- Developing social listening skills, and
- Promising practices from workforce entities on their social media successes.

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities.

TDD/TTY 1-800-439-2370 - Voice 1-800-439-0183

A social media outreach strategy for youth will also be addressed whereas you will learn tips in connecting, engaging and providing a cultural bridge for youth populations.

Attendees will come away with:

- Understanding useful statistics regarding social media usage by platform and by demographics
- Steps to create your own social media strategy and what to consider when targeting Youth with your strategy
- Understanding and improving your social listening skills
- Understanding how to measure the impact of your social media components

WorkforceGPS is an online technical assistance website created to help build the capacity of America's public workforce investment system. Sponsored by the Employment and Training Administration of the U.S. Department of Labor, WorkforceGPS was developed specifically for workforce professionals, educators, and business leaders. WorkforceGPS is free but does require account registration.

**Action**

**Requested:** Please share with all managers, staff and partners as appropriate.

**Effective:** Immediately.