



# Workforce Issuance

---

100 DCS 31.101

Policy

Information

---

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

**cc:** WIOA State Partners

**From:** Alice Sweeney, Director  
MassHire Department of Career Services

**Date:** December 21, 2018

**Subject:** **MassHire Social Media Campaign**

---

**Purpose:** To notify MassHire Workforce Boards, MassHire Career Center Operators, and other local workforce partners of the process and requirements to receive professionally designed, customized social media content when advertising MassHire to customers.

**Background:** The Executive Office of Labor & Workforce Development (EOLWD) is designating funds for local areas for MassHire social media content between February 2019 and June 2019. Each local area should submit its request for funds for a paid media campaign to EOLWD no later than Thursday, January 10, 2019. Areas can submit multiple requests, but if an area does so, please indicate requests in order of priority, ranking them from highest to lowest. Additional details are available in Attachment A. To request funding, complete Attachment B (Request Form) and email to [jhaber@moreadvertising.com](mailto:jhaber@moreadvertising.com) and [allison.mcintyre@mass.gov](mailto:allison.mcintyre@mass.gov) and copy [masshire@mass.gov](mailto:masshire@mass.gov).

**Attachment:** A. MassHire\_PaidSocialMediaAnnouncement  
B. MassHireSocialMedia\_RequestForm

**Inquiries:** [allison.mcintyre@mass.gov](mailto:allison.mcintyre@mass.gov)