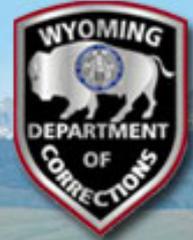




*Excellence in Corrections Through Professional Performance*



# WDOC Use of Social Media

Recruitment, Selection and Policy  
Review

# Overview

- Recruitment
- Background Investigations
- Policy Issues



# Recruitment

---

- WDOC Challenges 2006 – 2009
  - WSP 25% - 38% vacancy rate
  - Strong Wyoming economy
  - Low unemployment (less than 3%)
  - Small population
  - Adding 358 jobs by late 2009

# Recruitment Strategy

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- Update our image and brand
- Use a variety of sources to attract candidates
- Partner with an experienced organization
  - NAS Recruitment Communications, LLC

# Strategy

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## Digital

SplashPage

Employment Video

Analytics

## Online

Job Boards

Banner Advertising

Virtual Career Fairs

Twitter

YouTube

Facebook

## Print

Nationwide

Statewide

Trade Publications

## Out-of-Home

Posters

Postcards

Radio

## Internal

Employee Referral Program

New Hire Survey

Climate Surveys

Exit Interviews

# facebook Social Networking



**YAHOO!** *upcoming*



connecting business people



novnet.o



orkut



# Splash Page

- Enhanced Candidate Experience
- Link to Career Fairs, State Application & Video.
- Analytics

**WYOMING**  
DEPARTMENT  
OF  
CORRECTIONS

*Careers as inspiring as our terrain...*

With a landscape that will make your jaw drop, a career with the **Wyoming Department of Corrections** means there will always be somewhere to go – in your career and in life.

Join our team and you'll enjoy:

- Exceptional benefits
- Paid professional training
- Opportunities for career growth
- Supportive team members
- The chance to make a difference in the community
- Statewide opportunities
- Access to outdoor and recreational activities
- An ideal lifestyle in serene Wyoming
- New facility opening in Torrington in 2010

[View our Career Video](#)

[Career Fair List](#)

[Apply for Jobs](#)

[WDOC Website](#)

[WDOC Home](#) | [About Us](#) | [Contact Us](#) | [Careers](#) | [News](#) | [Privacy Policy](#)

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# Pay-Per-Click Campaigns

**Google** corrections officer jobs Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 5,000,000 for [corrections officer jobs](#). (0.27 seconds)

**Corrections Officer Jobs** Sponsored Links  
Edu.PoliceLink.com Hate Sitting At A Desk? Become A Cop. Get Info From Top Schools.

**Be a Corrections Officer** Sponsored Links  
www.do-something.com/corrections Train for challenging corrections careers. Request free school info!

**All Correctional Officer Jobs | Indeed.com** [↑](#) [×](#)  
Job search for All Correctional Officer Jobs at indeed.com. one search. all jobs.  
www.indeed.com/q-Correctional+Officer+jobs.html - 74k - [Cached](#) - [Similar pages](#) - [⊞](#)

**All Juvenile Probation Officers | Indeed.com** [↑](#) [×](#)  
Job search for All Juvenile Probation Officers at indeed.com. one search. all jobs.  
www.indeed.com/q-Juvenile+Probation+Officers.html - 10k - [Cached](#) - [Similar pages](#) - [⊞](#)

**More results from www.indeed.com**

**Correctional Officers** [↑](#) [×](#)  
Officers sometimes transfer to related jobs, such as probation officer, parole officer, and correctional treatment specialist. ...  
www.bls.gov/oco/ocos156.htm - 54k - [Cached](#) - [Similar pages](#) - [⊞](#)

**Probation Officers and Correctional Treatment Specialists** [↑](#) [×](#)  
In some States, the jobs of parole and probation officers are combined. ... The number of cases a probation officer or correctional treatment specialist ...  
www.bls.gov/oco/ocos265.htm - 49k - [Cached](#) - [Similar pages](#) - [⊞](#)

**Correctional officer jobs | MySpace Jobs** [↑](#) [×](#)  
Job search for Correctional Officer jobs at MySpace Jobs. Take a look at our extensive number of Correctional Officer job listings!  
jobs.myspace.com/a/ms-jobs/list/q-Correctional+Officer - 64k - [Cached](#) - [Similar pages](#) - [⊞](#)

**State Jobs in Wyoming**  
The Department of Corrections is hiring Corrections Officers.  
[www.wdoc.jobs](http://www.wdoc.jobs)

**Move your career forward with an accredited online degree!**  
[www.CourseAdvisor.com](http://www.CourseAdvisor.com)

**Corrections Officer Jobs**  
Get The Job You Want w/ a Degree in Corrections officer.  
[EducationConnection.com](http://EducationConnection.com)

**Corrections Officer Jobs**  
Get a Corrections Job with an Accredited Online Degree. Get info.

**163 Clicks & 344,582 Impressions!**

# Facebook



- Target by: Geographic location, position, company, demographic, school
- Drive Candidates to Splash Page or Career Site
- Employment Branding
- Presence on FB without the time commitment of a Fan Page
- Metrics Reporting
- You set the budget!

# Twitter

twitter  Home Profile Messages Who To Follow wdoccareers

**WDOC Careers**  
**@wdoccareers** Wyoming  
*The Wyoming Department of Corrections is hiring for Corrections Professionals!*  
<http://www.wdoc.jobs>

[Edit your profile](#)

Timeline Favorites Following Followers Lists

**wdoccareers** WDOC Careers  
We'll be at the Michigan State University Career Fair on February 8, from 5-8 pm. We're hiring Corrections Professionals! #jobs  
21 Jan

**wdoccareers** WDOC Careers  
We'll be in testing candidates in Lansing, Michigan on February 7, 8 & 9 at 8:00 a.m. Learn more at [www.wdoc.jobs](http://www.wdoc.jobs). #jobs  
21 Jan

**wdoccareers** WDOC Careers  
Happy Holidays!  
22 Dec

**wdoccareers** WDOC Careers  
We're hiring Corrections Professionals, learn more and apply! [www.wdoc.jobs](http://www.wdoc.jobs) #jobs  
22 Dec

About @wdoccareers

64 Tweets 626 Following 385 Followers 9 Listed

Following 626 Followers 385

Similar to You · view all

JanetRobbins Janet Robbins  
ATrainMarketing A-Train Marketing  
icpaadvancing ICPA  
ColoradoSitters Sarah Kruse

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385 Followers!

# YouTube Channel

www.YouTube.com/WDOCCareers

The screenshot shows the YouTube channel page for 'WDOCCareers'. The channel name is 'WDOCCareers' with a 'Subscribe' button. The main video is 'Wyoming Department of Corrections - Career Opportunities!' with 816 views and a duration of 3:55. The video player shows a man in a uniform speaking. The video description includes the text: 'Wyoming Department of Corrections - Career Opportunities! WDOCCareers | May 27, 2009 | 816 views Hiring for Corrections Professionals! Visit us at www.wdoc.jobs to learn more...'. The channel has 2 uploads and 0 favorites. The video player shows 0:11 / 3:55 and 360p resolution.

816 views!

# Analytics

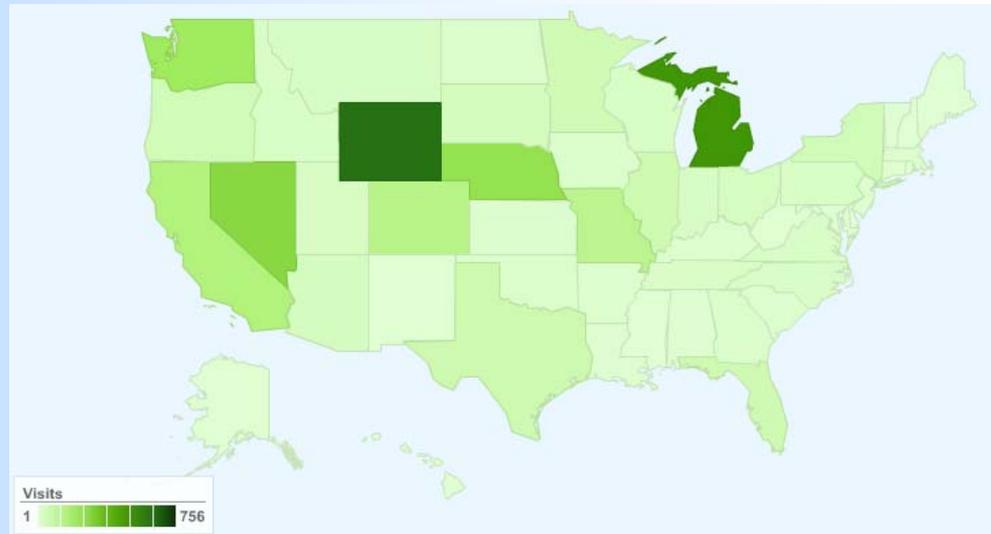
---

What are top traffic sources? (Top 10 shown)

	Source/Medium <span>None ▾</span>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	doc.state.wy.us / referral	929	2.52	00:01:40	75.13%	14.21%
2.	(direct) / (none)	733	2.55	00:01:37	78.17%	19.92%
3.	facebook.com / referral	524	1.34	00:00:27	95.61%	78.24%
4.	google / organic	404	2.59	00:01:58	77.48%	20.30%
5.	corrections.wy.gov / referral	364	2.34	00:01:26	56.59%	19.51%
6.	apps.facebook.com / referral	260	1.25	00:01:44	98.08%	80.77%
7.	yahoo / organic	259	2.61	00:01:35	44.79%	7.34%
8.	bing / organic	155	2.88	00:02:42	68.39%	7.74%
9.	military.com / referral	43	2.02	00:01:08	95.35%	37.21%
10.	search / organic	22	1.91	00:00:34	81.82%	31.82%

# Analytics

What are visitors located? (Top 10 States)



	Detail Level: <a href="#">Region</a> ▾	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	<a href="#">Wyoming</a>	756	2.47	00:01:17	56.75%	15.61%
2.	<a href="#">Michigan</a>	592	1.90	00:01:17	91.39%	51.01%
3.	<a href="#">Nevada</a>	334	1.73	00:01:04	92.51%	58.38%
4.	<a href="#">Nebraska</a>	299	2.43	00:01:19	57.53%	9.03%
5.	<a href="#">Washington</a>	264	1.80	00:00:43	92.05%	58.33%
6.	<a href="#">California</a>	194	2.31	00:01:30	87.63%	30.41%
7.	<a href="#">Colorado</a>	167	2.26	00:01:04	72.46%	21.56%
8.	<a href="#">Missouri</a>	151	2.50	00:01:55	59.60%	15.89%
9.	<a href="#">Texas</a>	80	2.52	00:02:30	83.75%	22.50%
10.	<a href="#">Illinois</a>	77	2.31	00:01:29	92.21%	38.96%

# Analytics

What are visitors located? (Top 10 Cities)



	Detail Level: <input type="text" value="City"/>	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Scottsbluff	236	2.37	00:01:13	53.39%	9.32%
2.	Cheyenne	235	2.60	00:01:23	60.85%	8.51%
3.	Torrington	194	2.08	00:00:48	38.14%	34.54%
4.	Las Vegas	130	1.58	00:00:40	96.15%	65.38%
5.	Rawlins	94	2.56	00:01:10	39.36%	5.32%
6.	North Las Vegas	69	1.70	00:00:36	94.20%	63.77%
7.	Denver	68	2.37	00:01:28	83.82%	26.47%
8.	Grand Rapids	54	1.67	00:00:24	96.30%	48.15%
9.	Reno	54	1.78	00:01:23	98.15%	50.00%
10.	Lansing	51	2.35	00:02:53	82.35%	41.18%

# Background Investigations

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- Use of Social Media
  - Search public information
  - When to search
- Considerations
  - Policy
  - Authorizations/Releases of Information

# HR Policy Issues

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- Freedom of Speech concerns
- Staff Use/Misuse on company time
- Policy violations through social media – on and off duty
- Adopting a policy

# Freedom of Speech

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- Speech (this includes oral and written, verbal, photographic, videographic, musical, performance art, etc.) to be protected by the First Amendment
  1. It must touch on a matter of public concern, and;
  2. It must be made as a citizen -- not as part of the employee's official duties, and;
  3. Even if it addresses a matter of public concern, the officer's interest in the speech must outweigh the agency's substantial interest in promoting and maintaining efficient operations.

# Employee Use

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- To block or not to block
- State of Utah

- 
1. Towns, Steve (2010), *Tweeting for the Public Good: Utah allows employees to use social media on the job but lays down the rules*. *Governing Magazine*, 46.
  2. Trenkner, Tina (2010), *“Friend” or Foe? As state and local governments use social media to engage citizens, there are legal risks and annoyances to navigate*. *Governing Magazine*, 40-41.

# Adopting a Policy

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- Personal use of social media at work – either not allowed or must not interfere with work
  - Behaviors not appropriate through social media - disclosure of confidential information – use of photos in uniform
  - Agency approval of messages or use of logo or brand through social media
- 
- 

Stephens, Rex (2009), *Why you need a Policy if Your Employees are Twittering*. Society for Human Resources Management White Paper.

# Adopting a Policy

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- Disclaimer that views expressed are their own and not the view of the agency
- Written messages are or can become public

# Outcomes

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- Not a silver bullet – one piece of the whole
- Engaged applicants and employees
- Growth of diversity
- Higher quality candidates

*“I was most impressed with the quality students. Overall, they were bright, motivated, disciplined, and mature. Most seemed very committed to their chosen profession.” Dr. Rick Paterson, Eastern Wyoming College Criminal Justice Professor*