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Word of Mouth Advertising in the 21st Century:

Social Media/Career Networking The U.S. Department of State Experience

Recruitment Marketing Communications
U.S. Department of State
May 13, 2010



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Employer Brand

Employer Brand Development

- Core Brand Definition
- Stakeholder Understanding and Involvement
- Alignment with Corporate Strategy
- Empowerment of the Workers
- Ongoing Measurement and Recognition



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Employer Brand

The U.S. Department of State has conducted research, both internal and external, to:

1. evaluate the landscape
2. analyze the results
3. develop an employer brand that resonates with potential candidates.

Employer brand positioning starts with this research and results in the branding idea.

- The environment
- The target audience
- Key target insight
- Employer features
- Employer benefits
- Key employer insights

Brand Positioning

The Branding Idea

- An audience that the brand connects with
- The connection that gives the brand meaning
- Creative expression that gives the brand distinction





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The Brand Pyramid

As a result of the Department's research, Attributes, Benefits (emotional and rational) and Personality were determined and resulted in a core statement that encompasses the employer brand positioning.

ATTRIBUTES

Federal government, Global organization, U.S. foreign policy, Constant change, Bureaucratic, Large, Long and challenging recruitment process, Fair compensation, but not strongly competitive with corporate America

RATIONAL BENEFITS

Travel/International lifestyle, Variety/change, Good benefits, Job security, Stability, Interaction with powerful people, Exposure To global affairs, Challenging work

EMOTIONAL BENEFITS

Engaged, Fulfilled, Challenged, Intellectually stimulated, Worldly, Important, Strong, Brave, Proud, Confident, Compassionate, Altruistic, Diplomatic

PERSONALITY

Intelligent, Flexible/Adaptable, Self-sufficient, Diplomatic

BRAND POSITIONING





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Employer Brand

"This is a career unlike any other – an opportunity to experience other cultures as you represent America to the world! There's variety, challenge, and a real sense of meaning in the work. The Department recruits diverse, smart, adventurous, adaptable individuals who seek a unique and meaningful global career."

The key positioning statement for the U.S. Department of State is: "an opportunity unlike any other."

- the unique aspects of the organization and the attributes we wish to be associated with the brand
- a focus on the candidate
- the space we want to own in the candidate's mind



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- the unique aspects of the organization we wish to be associated with the brand
- a focus on the candidate
- the space we want to own in the candidate's mind

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Employer Brand



Today I will teach schoolchildren in India about representative democracy.
 I will practice speaking Hindi in the ancient setting of Old Delhi Red Fort.
 And I will show the world a side of America it has never seen.

Today I will help local businesses in El Salvador engage in trade with the United States.
 I will experience first-hand why the words "free" and "trade" work so well together.
 And I will show the world a side of America it has never seen.

The Best Places to Work

Across the world in America's 265 embassies and consulates, or right here in the United States, U.S. Department of State employees build extraordinary careers while helping transform societies into stronger democracies and full partners in the international community. The U.S. Department of State offers rewarding opportunities unlike any other. Whether you are serving overseas as a Foreign Service Officer or Foreign Service Specialist, domestically as a Civil Service professional, or even as a participant in one of our innovative student programs, the U.S. Department of State provides unique opportunities to Americans from every background and profession.

To learn more about Laura's experience and career opportunities at one of the "Best Places to Work in the Federal Government 2005," visit careers.state.gov/LauraBMSA and to take the first step towards becoming a Foreign Service Officer for the Foreign Service Written Exam to be held on April 8, 2006 at locations throughout the United States. Registration closes March 8, 2006, so sign up today!

careers.state.gov/LauraBMSA

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 U.S. citizenship is required. Equal opportunity employer.

Today I will help countries become freer and more democratic.
 I will see first-hand just how universal the concept of freedom is.
 And I will show the world a side of America it has never seen.

— Heidi, Foreign Service Officer, Economic Track

The Best Places to Work

Across the world in America's 265 embassies and consulates, or right here in the United States, U.S. Department of State employees build extraordinary careers while helping transform societies into stronger democracies and full partners in the international community. The U.S. Department of State offers rewarding opportunities unlike any other. Whether you are serving overseas as a Foreign Service Officer or Foreign Service Specialist, domestically as a Civil Service professional, or even as a participant in one of our innovative student programs, the U.S. Department of State provides unique opportunities to Americans from every background and profession.

To learn more about George's experience and career opportunities at one of the "Best Places to Work in the Federal Government 2005," visit careers.state.gov/GeorgeADC. Be sure to sign up under "We're Me Informed."

careers.state.gov/GeorgeADC

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— Heidi, Foreign Service Officer, Economic Track

Across the world in America's 265 embassies and consulates, or right here in the United States, U.S. Department of State employees build extraordinary careers while helping transform societies into stronger democracies and full partners in the international community. The U.S. Department of State offers rewarding opportunities unlike any other. Whether you are serving overseas as a Foreign Service Officer or Foreign Service Specialist, domestically as a Civil Service professional, or even as a participant in one of our innovative student programs, the U.S. Department of State provides unique opportunities to Americans from every background and profession.

Heidi's experience at one of the "Best Places to Work in the Federal Government 2005" and rewards becoming a Foreign Service Officer. Visit careers.state.gov/HeidiLS. Register for the Foreign Service Written Exam to be held on April 8, 2006 at locations throughout the United States. Registration closes March 8, 2006, so sign up today!

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Employer Brand

Messaging focuses on three key areas:

- **Professional responsibility**
- **Personal satisfaction**
- **Overall mission**



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Employer Brand Map

brand positioning statement:

brand vision:

An opportunity unlike any other

I've found what you've been looking for - a career unlike any other - an opportunity to experience other cultures as you represent America to the world! There's variety, challenge, and a real sense of meaning in the work. This is where you belong!

As a member of the U.S. Department of State, you'll have the chance to:

- To: The best of America - diverse, smart, adventurous, adaptable, individualistic - seeking a unique and meaningful global career

JWT

brand personality:

Intelligent
Flexible/Adaptable
Diplomatic
Self-sufficient



brand marks:

logo/tagline:



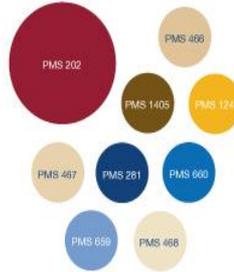
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basic elements:

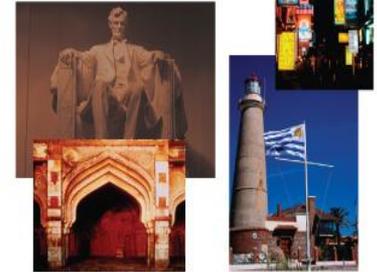
typeface:

Franklin Gothic
Papynus

colors:



imagery:



brand universe

Print Ads	Professional Collateral	Student Collateral	Website	e-Outreach	Displays	Recruitment Tools	Premiums



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Putting it into Practice:

The Recruitment Team

- Diplomats in Residence
- Recruiters
- Marketing Specialist
- Volunteer Recruiters
- Students participating in internships & other programs



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Putting it into Practice:

Key distribution channels for communicating the Department's message of opportunity:

- Student employment programs
- Universities
- Professional organizations and associations
- Diversity Career Networking Events
- Peer-to-Peer Marketing
- National online and limited print advertising
- Videos/Employee Experiences
- Affinity Groups





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Putting it into Practice:

Marketing the Employer Brand and Advertising the Career

- Advertising
- Email Marketing/Lead Generation
- Direct Sourcing/Social Networking
- Partnerships and Events
- Public Relations



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Putting it into Practice:

Marketing the Employer Brand and Advertising the Career

- **Print & Online Sponsorships** – Black Collegian, Hispanic Career World, Diversity Careers, Black Enterprise, Latina Style, Hispanic Business
- **Email Marketing** – NaceLink, MonsterTrak,, Yahoo!HotJobs, Vault, HBCUConnect, Black News, Black America Web, LatPro, Goldsea
- **Lead Generation** – Diverse resume databases, targeted career events
- **Social/Career Networking** – Facebook, LinkedIn, Twitter, Brazen Careerist, INTERNational Connections



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We begin our mission of diplomacy in Washington, D.C., where we hire Foreign Service, Civil Service and Student employees to work at our offices in the U.S. and over 265 posts abroad. Join us in helping shape a freer, more secure and prosperous world as we formulate, represent and implement U.S. foreign policy.

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Register for the Foreign Service Officer Test.

Our website is our Central Hub with direct connections to social media presence for one-on-one & community engagement



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We will show the world a side of America it has never seen. We will get an expert panel to work with you to make sure you're ready for the job. We will make sure you have the skills and experience you need to succeed in the U.S. and meet all the requirements. Support for all the steps you need to take to get the job you want.

HELP ALREADY STARTED

← CAREER NAVIGATION
→ REAL JOBS
← CURRENT VACANCIES
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James S. Muñoz Hi all, I am a 20 year Air Force/ Active Air guard member looking to retire and getting into the State Department as a

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Rachel Friedland Intern Siobhan Sheils provides perspective on the use of Public Diplomacy to influence change:

http://blogs.state.gov/index.php/site/entry/public_diplomacy_evolution



Disaster Responses Illustrate Evolution of Public Diplomacy | U.S. Department of State Blog

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Writing for the U.S. Department of State DipNote blog, Siobhan Sheils, an intern on the Colombia Desk within the Bureau of Western Hemisphere Affairs, discusses her first ten weeks, during which U.S. public ...

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Aneesa Mazumdar I am a freshman in high school and am very interested in a career in the foreign service. Is there anything that I

Info

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Descr

This community is designed for anyone interested in a career with the U.S. Department of State, the United States' lead foreign affairs

Facebook U.S. Department of State Careers in Foreign Affairs Group

consideration on multiple grade-level status. I was denied summer placement and am waiting on status update for Fall abroad program in Education or Science! Wish me luck! I earned a letter of recommenda...

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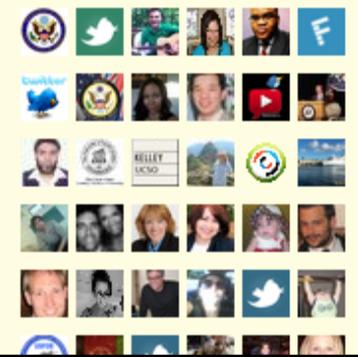
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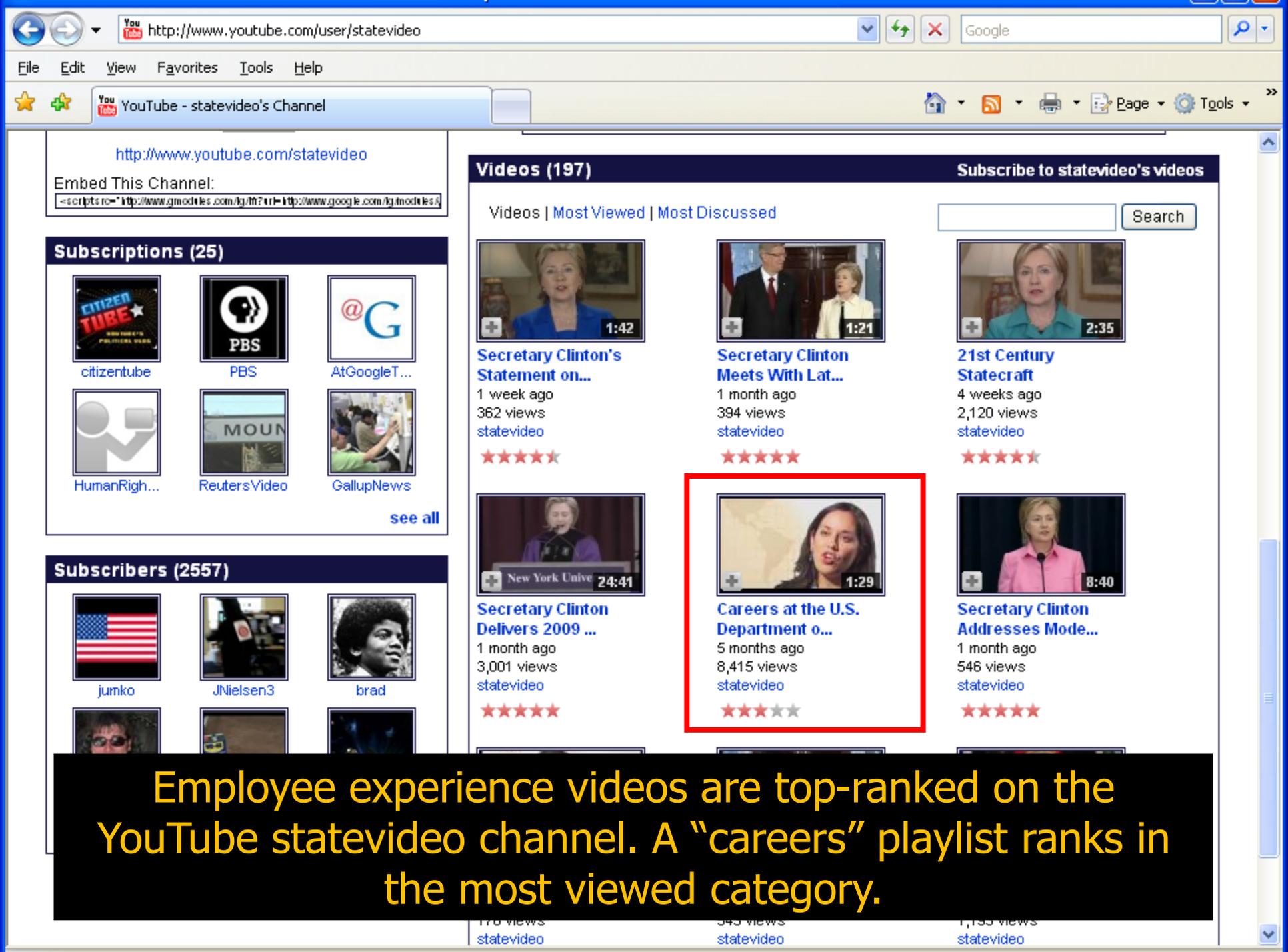
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Worldwide
- Online Content/Communities Specialist**
Washington

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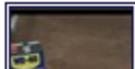
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Evaluating Results

- Ranked 6th as an ideal employer among undergraduates (Universum 2010)
- Ranked in *BusinessWeek's* Top 20 Best Places to Launch a Career for the last five years
- Ranked 5th as one of the Best Places to Work in the Federal Government (Partnership for Public Service)
- 11,554 clicks to six social media sites through icons/links from careers.state.gov homepage during three-month timeframe
- Best practices consulting to: GAO, USPS, Peace Corps, Terex Corporation, NASA, GSA, IRS, Grainger





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Challenges & Lessons Learned



Prioritize and integrate your social media strategy and assign appropriate resources



Engage, maintain and sustain candidates through social/career networking media



Keep site information relevant, interesting, and focused on interactive conversations – contribute and engage, don't just listen

