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CENTER FOR
Dairy EXCELLENCE



Government Case Study

- DOL #EmployGA campaign
- New Employ Georgia service aggregator of jobs throughout state
- Objective to have over 20,000 resumes in six months.
- Exceeded goal with over 100,000 resumes
- #EmployGA used with employers and job seekers alike



Your Résumé

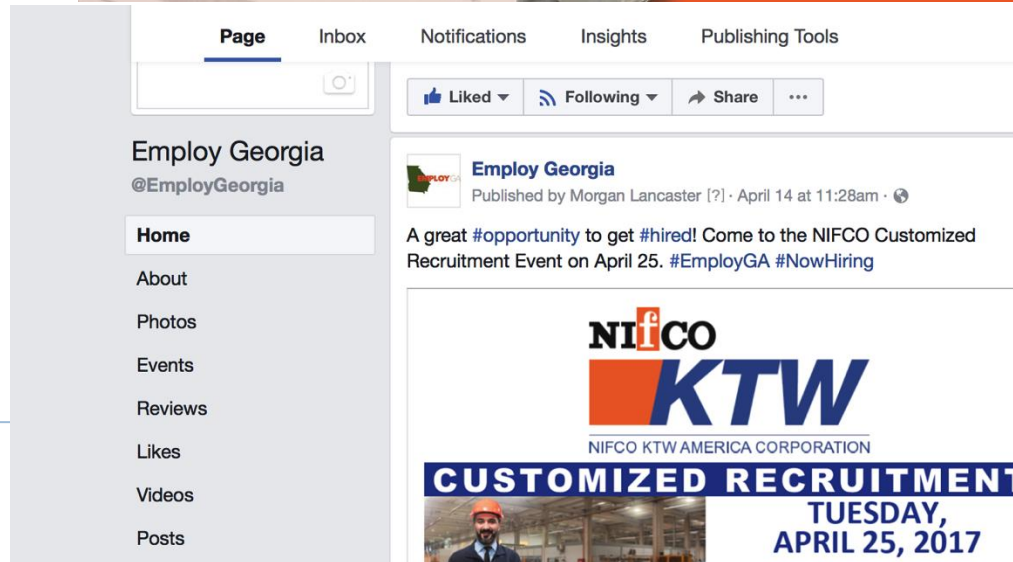
Street Name 1
70000 City Name
Telephone 555555
Email Name@server.com

EMPLOY GA

Build your résumé...
TODAY!

It's as easy as...

- 1 CONNECT TO THE INTERNET
- 2 GO TO EMPLOYGEORGIA.COM
- 3 BUILD YOUR RÉSUMÉ & EXPLORE



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Employ Georgia
@EmployGeorgia

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Events
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Posts

Employ Georgia
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A great #opportunity to get #hired! Come to the NIFCO Customized Recruitment Event on April 25. #EmployGA #NowHiring

NIFCO
KTW
NIFCO KTW AMERICA CORPORATION

CUSTOMIZED RECRUITMENT
TUESDAY,
APRIL 25, 2017

How to drive traffic organically

Leverage Resources:

- Partnerships
- Hashtags & Trending Topics
- SEO – keywords
- Community Groups
- Boards
- Engagement
- Influencers



Georgia DOL
@EmployGeorgia

Georgia, USA
employgeorgia.com
Joined July 2014

Tweet to Georgia DOL

1 Follower you know

Tweets Tweets & replies Media

Georgia DOL @EmployGeorgia · 22m
#EmployGa CDL Dump Truck Driver, Sandersville - Requires Unspecified
Min Experience of 6 months. ow.ly/89V650bnUIx

Georgia DOL @EmployGeorgia · 1h
#EmployGa CDL Dump Truck Driver, Auburn - Requires Unspecified and
Experience of 6 months. ow.ly/RXn650bnR0L

Georgia DOL @EmployGeorgia · 2h
#EmployGa CDL Dump Truck Driver, Lawrenceville - Requires Unspecified
Min Experience of 6 months. ow.ly/f79t50bnO5D