

# USE SOCIAL MEDIA TO PROMOTE YOUR PORTAL, YOUR MEMBER AND YOUR JOBS!

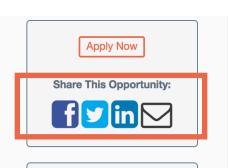
# **Digital Marketing Coordinator**

KEYC News 12 Mankato - North Mankato, MN

**Position Description:** 

**DIGITAL MARKETING COORDINATOR:** 

This person will be responsible for the sale and maintenance of advertising business for all KEYC News 12 internet properties. The position requires a very energetic and extroverted individual that can embrace change and deal with rapidly developing business environments. The Digital Marketing



### PROMOTING JOBS ON SOCIAL MEDIA

If you promote your jobs on social media you can expect greater candidate engagement.

With Just a simple click on the WorkFountain platform, you can promote any job posting on Facebook, Twitter & Linkedin.

### **READY TO GET STARTED?**

- 1. Select the job opening to promote, click on the job opening to pull up the "Opportunity Details"
- 2. Click the icon on the right-hand side of the page (as shown above)
- 3. Create a fun and informative tag-line to encourage "likes" and "shares"
- 4. Share to your personal page and/or to your company page
- 5. Repeat with all social media accounts

## **BOOST YOUR JOB POSTING ON FACEBOOK**

You can boost your post for as little as a dollar a day. Simply click on "Boost Post" on any post to begin and choose your target audience.

