

CareerForce Communications:

- January: Health Care Month communications wrap up
- February: Reskilling/Transferable Skills Month communications preview
- Update on small social media campaign - funded by WP, targeted to high-UI continuing claims zip codes, in English, Somali and Spanish
 - Social analytics
 - Website analytics
 - Help desk/Sylvia/Ilyas calls stats - change?
 - Could help inform future campaigns, if funding is found
- CareerForce logo, please use per the [logo policy finalized last year](#)
 - Local/regional events: use logo and link back to CareerForce resources and we will work with local areas to promote - via earned media, via GD email, including to UI recipients as possible
- Staff and Partner communications
 - For Staff & Partners section of CareerForceMN.com: logos, policies, social media graphics, PPT template, standardized workshop pilot materials and much, much more in the For Staff & Partners section on CareerForceMN.com - please encourage use of these resources
 - Weekly email on Thursdays - sign up by selecting link at top of the For Staff & Partners section on CareerForceMN.com
 - What's New with CareerForce webinar first Thursday of the month - attended by 250+ staff and partners monthly - preview upcoming webinar, invite participation

And this isn't probably a CareerForce Communications agenda item, but I'm wondering how we all can more efficiently and effectively coordinate on virtual career fair and other hiring events, especially in the metro...would like to throw this out for discussion:

- Would not so many smaller but instead fewer bigger events be preferable? This would be helpful for more effective promotion.
- Does it make sense to have virtual career fairs hosted by specific counties - or should these all just be metrowide virtual career fairs? What do county lines mean to employers and career seekers?