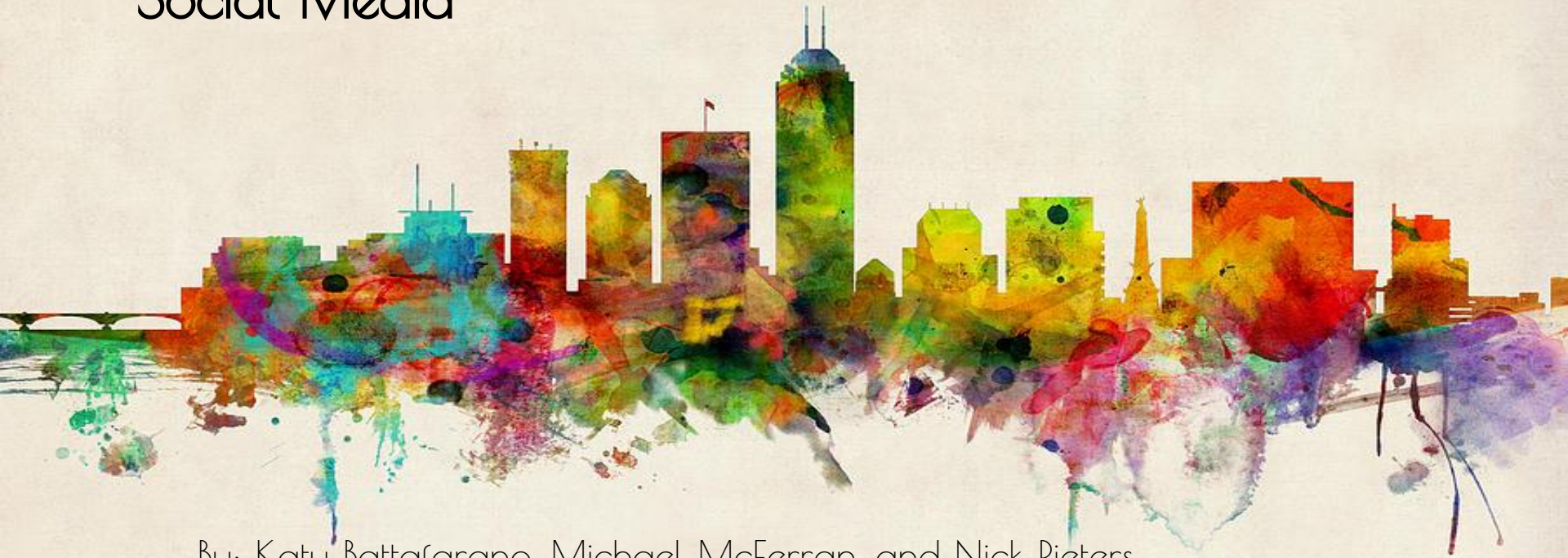


Attracting Talent in Indianapolis through Social Media



By: Katy Battafarano, Michael McFerran, and Nick Pieters

Indianapolis Competitive Assessment Comprehensive Economic Development Strategy



Indianapolis--Defined



N. Pennsylvania St.



2003-2013-about 250,000 people to area

N. Meridian St.

2013- over 55,000
degrees given in Indy
area



**BUTLER
UNIVERSITY**

\$57, 616- average yearly salary
of worker with Bachelor's degree

N. Illinois St.

W. Walnut St.





Social

Media



Connecting Talent

A collage of logos for various organizations. The logos include: IBJ INDIANAPOLIS BUSINESS JOURNAL, INDYSTAR.COM, ESKENAZI HEALTH, Anthem, SallieMae, BANKERS, Ice Miller LEGAL COUNSEL, United Way, and Riley.

Facebook users

Among online adults, the % who use Facebook

	2013	2014
All internet users	71%	71%
Men	66	66
Women	76	77
White, Non-Hispanic	71	71
Black, Non-Hispanic	76	67
Hispanic	73	73
18-29	84	87
30-49	79	73
50-64	60	63
65+	45	56*
High school grad or less	71	70
Some college	75	71
College+ (n= 685)	68	74*
Less than \$30,000/yr	76	77
\$30,000-\$49,999	76	69
\$50,000-\$74,999	68	74
\$75,000+	69	72
Urban	75	71
Suburban	69	72
Rural	71	69



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Leadership Development Series

Potential Workers



EmployIndy's programs are designed to benefit a broad audience of potential workers

-Hireup

-PowerTrain

-Healthcare



Perception of the Social Media

What we thought:

- Directed towards potential workers

In actuality:

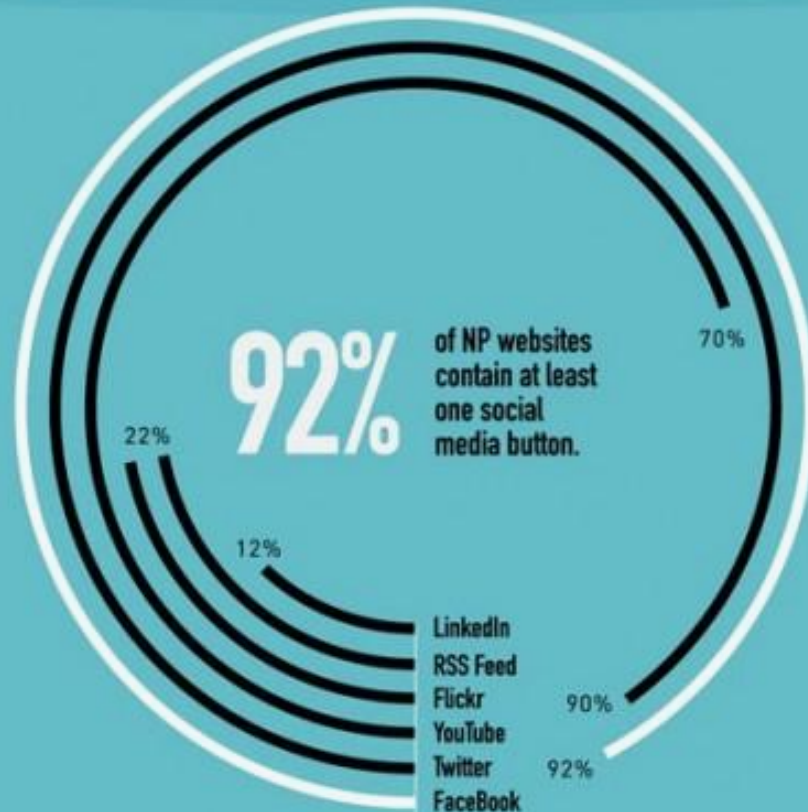
- Used to attract businesses



Chart 6: Postsecondary Technical Degrees Needed to Meet the Demand of 51,500 Net New Technical Jobs in Central Indiana by 2025

	DEMAND	SUPPLY	GAP
	Projected Net New Technical Jobs by 2025	Projected Net New Technical Degrees Produced by 2025	Projected Technical Degree Gap in Central Indiana
High School Diploma	13,716	1,567	12,149
Some College or Associate	13,532	3,229	10,303
Bachelor's	15,493	8,774	6,719
Master's / Doctorate	8,780	1,326	7,454
Region Total	51,521 Total technical jobs by 2025	13,329 Postsecondary degree projection only	24,476 Postsecondary degree gap

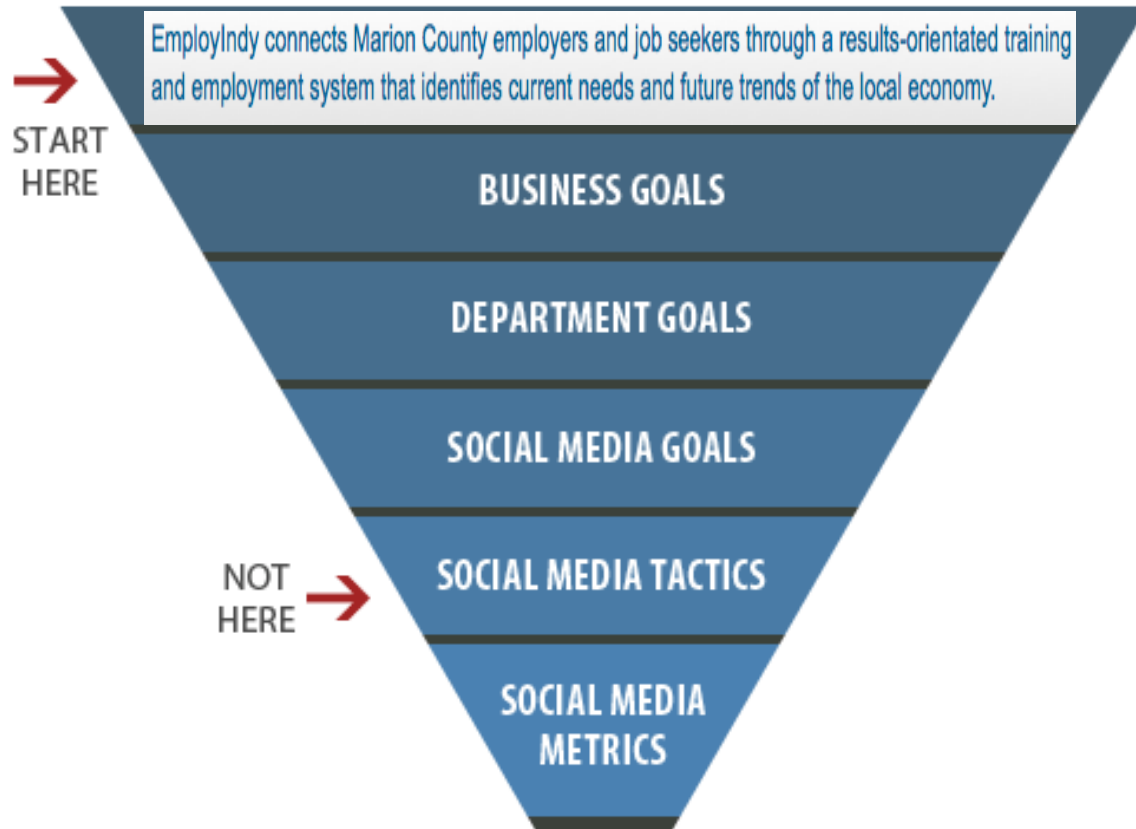
SOCIAL MEDIA ENGAGEMENT ON HOMEPAGE



AMONG 50 HIGHEST-INCOME NONPROFITS

Breakdown By Type:

SOCIAL MEDIA STRATEGY FUNNEL



PURPOSE



Aesthetics





TWEETS 1,305 FOLLOWING 345 FOLLOWERS 626 FAVORITES 31 LISTS 3



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EmployIndy connects Marion County employers and job seekers through a results-orientated training and employment system that identifies current needs and future

Indianapolis, Indiana

employindy.org

Joined May 2011

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99 Photos and videos



Tweets Tweets & replies Photos & videos

EmployIndy retweeted **Jeff Swiatek** @JeffSwiatek · 9h
 Help wanted: 50 employers hiring at #Indy job fair this week indy.st/1MIs4Ef via @indystar

Reply Retweet 1 Like

View summary

EmployIndy @EmployIndy · 7h
 Marion County Mayors' Veterans & Family Appreciation Day happens this Saturday at Garfield Park! @MayorBallard



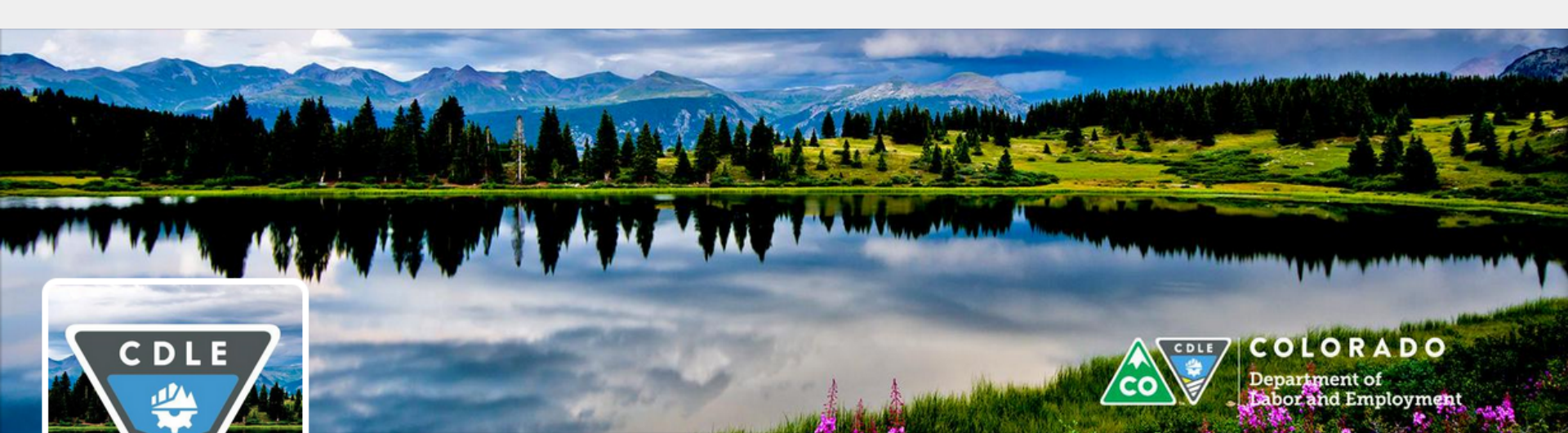
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Find friends

Trends · Change

Chris Heston
Heston throws no-no vs. Mets - ESPN Video
34.3K Tweets about this trend



  **COLORADO**
Department of
Labor and Employment


TWEETS **1,429** FOLLOWING **693** FOLLOWERS **1,847** FAVORITES **111**

  **Follow**

CO Dept. of Labor

@ColoradoLabor

Providing services for Unemployment Insurance, Workers' Comp, Employment & Training, Labor, and Oil & Public Safety to citizens and employers of Colorado.

 Colorado
 colorado.gov/cdle
 Joined February 2010











Tweets Tweets & replies Photos & videos

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#JoboftheDay: An Airport Manager is needed in Trinidad. Visit connectingcolorado.com to apply. #coloradojobs #cojobs



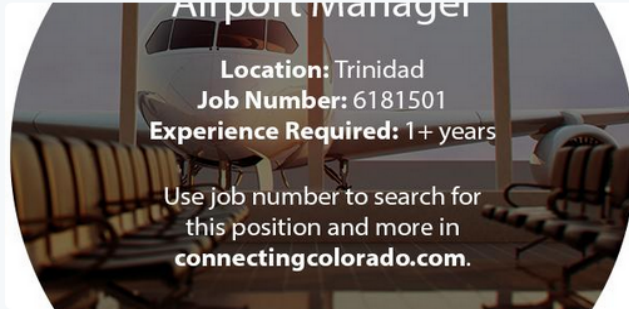
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#JoboftheDay: An Airport Manager is needed in Trinidad. Visit connectingcolorado.com to apply. #coloradojobs #cojobs

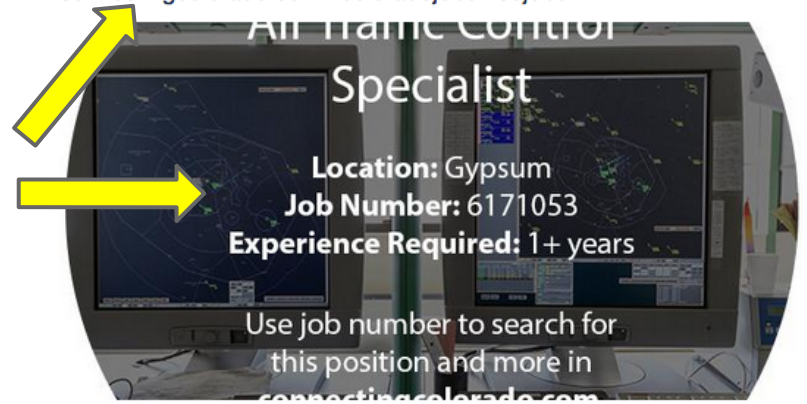


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CO Dept. of Labor @ColoradoLabor · Jun 3

#JoboftheDay: Air Traffic Control Specialist needed in Gypsum. connectingcolorado.com #coloradojobs #cojobs



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#JoboftheDay: Associate Project Manager needed in Lakewood. connectingcolorado.com #coloradojobs #cojobs



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CO Dept. of Labor @ColoradoLabor · Jun 5

#JoboftheDay: Speciality Automotive Technician needed in Gunnison. connectingcolorado.com #coloradojobs #cojobs



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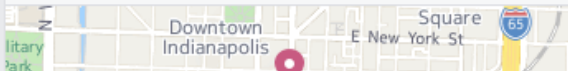
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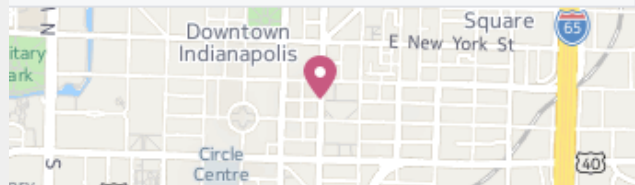
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APPS



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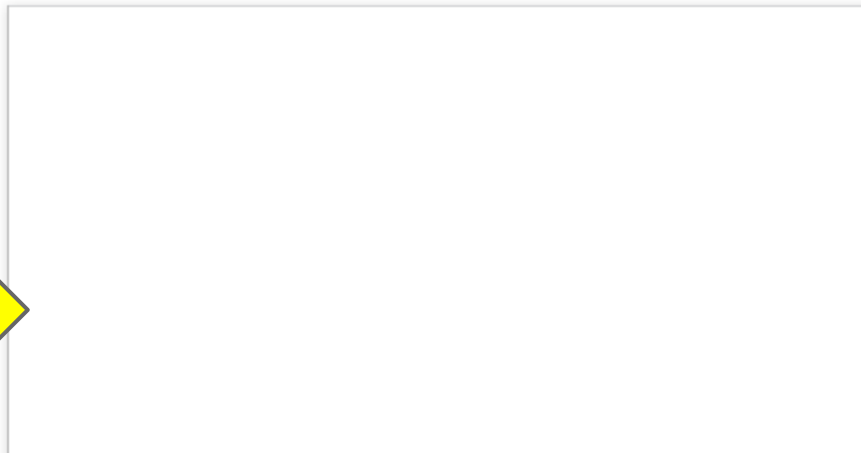
PHOTOS



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Exciting opportunity for the right candidate!



Account Executive - Indianapolis, Indiana, USA -
EmployIndy Jobs

Account Executive Job Overview:

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👍 Holly Cowan likes this.



Write a comment...

Account Executive

Job Seekers:

Immediate Opportunities

Location:

Indianapolis, IN

Employment Type:

Full Time

Account Executive

Job Overview:

Grow the customer base for one of the fastest growing, most highly regarded high tech companies in the Midwest. As an Account Executive, you will be responsible for acquiring new customers and expanding our customer base in the Midwest. This position reports directly to the Director of Sales, and it comes with a competitive total compensation package that includes both a base salary component and a commission component.

What We're Looking For:

A highly energetic "A player" consultative sales person with excellent people and sales skills who isn't afraid of hard work. Our idea Account Executive will fully engage by contributing great ideas and maintaining the highest standards of accountability and client focus to help us build one of the great Midwest success stories. This is a quota bearing, full time exempt (salaried) position base in and working in the Indianapolis market, reporting to the Director of Sales.

Position Responsibilities:

- Manage the sales opportunity pipeline and close sales to meet or exceed quota goals.
- Develop prospective new customers for Online Tech's managed data center services, which include colocation, multi-tenant, and private cloud solutions.
- Manage the sales process, including outbound prospecting, responding to leads, understanding requirements, presenting and demonstrating solutions, closing sales orders, and delivering on customer requirements, together with the operations team.
- Match product offerings to meet prospects' needs; present and demonstrate solutions
- Coordinate with Sales Engineering and Operations to ensure that the customer's technical requirements can be achieved before the order is secured.
- Perform other duties as assigned to assist the company's sales team in achieving its objectives.

Required Skills and Background:

- Bachelor's degree or higher
- Five to ten plus years of experience in outside technical sales working with customers and internal

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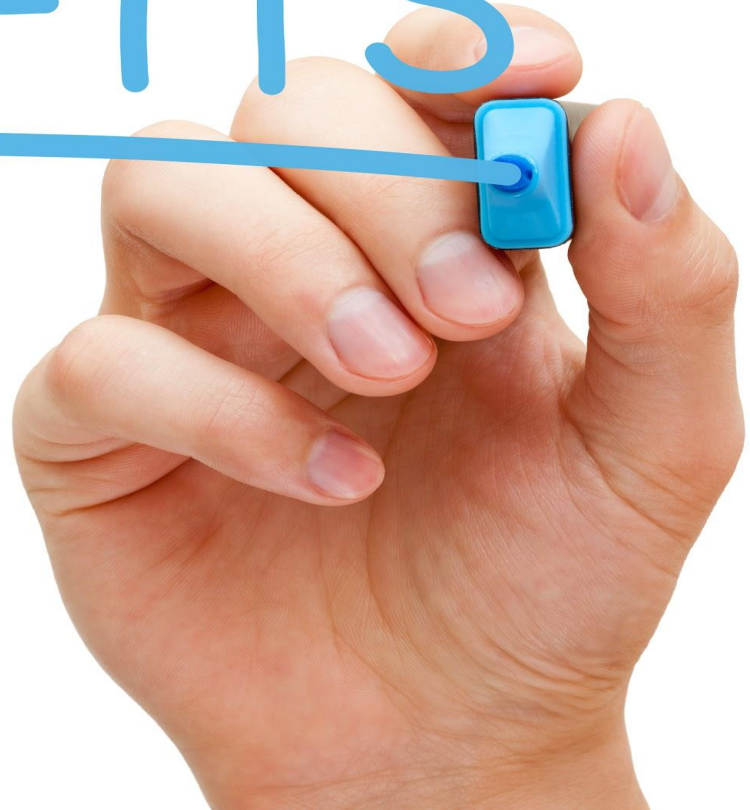
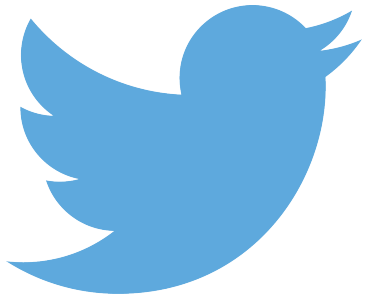
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- Closing information gap
- Feedback in form of metrics



SOCIAL MEDIA

