

IG TUTORIALS:

Reels “Topics”- You can now select the “Topic” of your Reels. It could help the Algorithm know who to show your videos to.

Notes- Instagram has been testing the “Notes” feature in DMs in some countries. They are slowly rolling it out to more countries now (like Japan and Europe

Add Yours” Stickers in Reels- Tap on the “Arrows” button when you open your Reels editor. You will see “Add Yours” stickers created by a bunch of people from all around the world. Join any of the trends you want. It’s an easy way to create new, trendy content.

Coming soon: Broadcast Channels-

<https://about.instagram.com/blog/announcements/introducing-broadcast-channels>

[OBJ]

Coming soon: Comment with GIFs- Instagram started testing this feature on some accounts. Soon you will have the “GIF” button appearing when you type a new comment. Tap on it, and choose your GIF.

TIPS-

Sac Police Department -Custom video covers for video posts make a big difference.Keep the feed looking clean 🍷

LINKEDIN:

CHATGPT AI for longer form posts- write a blog post about why law enforcement is a great job for veterans ask to make shorter, ask to include keywords such as jobs for veterans

The see more button matters for the algorithm! Make the first line a strong hook to make them want to hit the button

Indexable Profile- keywords need to be on your profile as much as possible. It makes it easier for people to find you organically and makes it easier for linkedin to push your content to the right people.

SSI- social selling index It is important to keep an eye on this so you can strengthen your organic reach and track your progress

<https://www.linkedin.com/sales/ssi?src=or-search&veh=www.google.com>

Recruitment Overview

- Free vs Paid
 - You can have only one free job post open at a time.
 - Paid- Shown at the top of search results and Top placement in job recommendations
 - pay-per click- you can set daily amount or total budget -The pricing starts at \$5 a day

- Groups- how to find them and join
 - See someone looking for a job or relocating? Don't wait for them, instead send them a message! LinkedIn in an effort to curb spam does not like copy and past messages so make sure to make it personalized for each outreach attempt. A creative way around this is to use the voice messaging feature.
 - If you send more than 100 InMail messages over a 14-day period and have a response rate less than 13%, you'll receive a warning notification as well as tips to improve your response rate.
- Keep the post top of mind- Updating a status with a short, punchy description, a link to the job spec, and a call to action.
- Employee advocacy - create a sharable link to current staff to expand your reach.

TIKTOK:

It's about making content go as far as possible with the least amount of resources and what TikTok provides is a secondary platform to promote your reel content. Another great way to use reel content is to repurpose content for YouTube shorts (keep in mind YT is also indexable by Google and can have keywords and links!).

NOTES FOR THE NEXT MEETING:

- More DA content!
- Go through post Inspiration from other departments.
- Talk about live streaming to multiple channels.
- Canva tips/tricks/tutorial.

As always, your feedback helps me to improve! Please let me know if you would like changes or other content in the next meeting :) fresheyesdev@gmail.com