

Digital Marketing Training

\$6,000 + HST

Responder Recruitment can provide online digital marketing training to the employees of your police service in the following capacities:

SOCIAL MEDIA BEST PRACTICES

- ▶ How to create compelling posts, reels and stories on different social media platforms that highlight the benefits of joining your police service, showcasing your department's culture and values, and provide information about available positions.
- ▶ How to create simple social media ads
- ▶ Meta Ads Manager – basics
 - How to track the performance of recruitment campaigns and adjust ads accordingly.
- ▶ How to promptly engage with followers by responding to comments, messages, and inquiries.
- ▶ How to respond to negative comments
 - Filters, blocking, hiding
- ▶ Best practices surrounding content for different audiences
- ▶ How to create a content calendar

GOOGLE

- ▶ Familiarize with Google AdWords and SEO techniques to optimize recruitment content for search visibility.
- ▶ How to create targeted Google ads to promote job openings to relevant audiences based on location, interests, and demographics.
- ▶ Emphasize the importance of maintaining an updated and informative department website that ranks high in search results for relevant keywords.
- ▶ Train staff to regularly monitor Google Analytics to track website traffic and user behaviour, allowing for data-driven adjustments to recruitment strategies.

JOB BOARDS

Depending on the job board:

- ▶ Benefits of different job boards – what boards to use for what positions
- ▶ How to create compelling ads and job postings to promote your police service best
- ▶ Emphasize the importance of regularly updating job postings to ensure accuracy and relevance.

