



OWDB Social Media Implementation Plan

April 27, 2026

INTRODUCTION

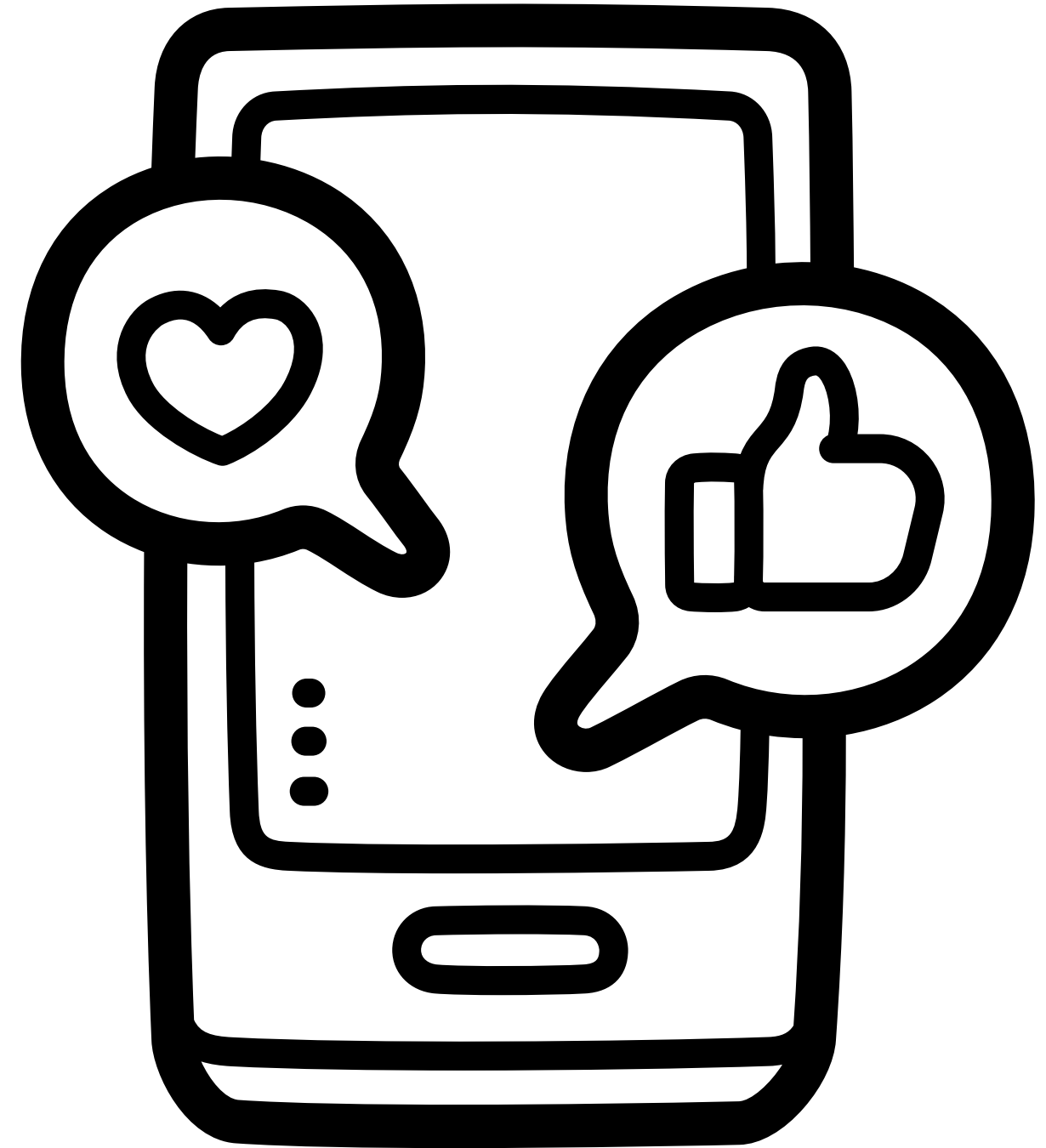
Alignment with Social Media policy

Purpose: “Promote OWDB’s mission and goals”

Social media is a valuable means of assisting with community outreach, problem solving, and other relating board goals and objectives.

OWDB social media will focus on information sharing and increasing awareness of programs and the board.

The target audience is job seekers, employers, future partners, and interested board or committee members.



TYPES OF PLATFORMS

Instagram/ Facebook

- Post twice a week
- Informational posts and short-form videos
- Emphasis on awareness and visibility

LinkedIn

- Post twice a week
- Informational posts and reposts of other agencies
- Emphasis on job-seeker and employer resources

Youtube

- Post whenever relevant or once a month
- Long-form videos
- Emphasis on storytelling/education

Frequencies listed are the minimum, there should be a focus on consistency vs. quantity.

Instagram, Facebook, and LinkedIn can reuse the same types of posts. Success stories should be shared across all platforms, the rest will be tailored to each platform.

TYPES OF CONTENT

Posts

Informational

- “Did you know?” segments relating to WIOA or programs with frequently asked questions.
 - ex. Did you know?: Military spouses are included in Veterans’ Priority of Service.
- Frequently asked questions about eligibility as a participant or employer worksite.
- Infographic layout, can be text on a flat-colored background or stock image.

Promotional

- Promoting events where the public is welcome to join, such as job or resource fairs.
 - Can promote OWDB-hosted or WIOA funded events via flyers.
 - If posted online, can repost partner and board member events.

News

- “OWDB on the move” - staff or board presence on workforce-related events such as conferences or outreach fairs, including important takeaways and highlights in the caption.
 - OWDB staff will take pictures of highlights to post on social media.
- “Coming up” - meetings or events held by OWDB or events and limited programs by partners.
 - Flyers, countdown reminders to events, calendar showing things coming up this week or this month.
- Other relevant announcements
 - RFP postings, awards won by OWDB members or staff, important USDOL or Hawaii State updates, etc.

TYPES OF CONTENT

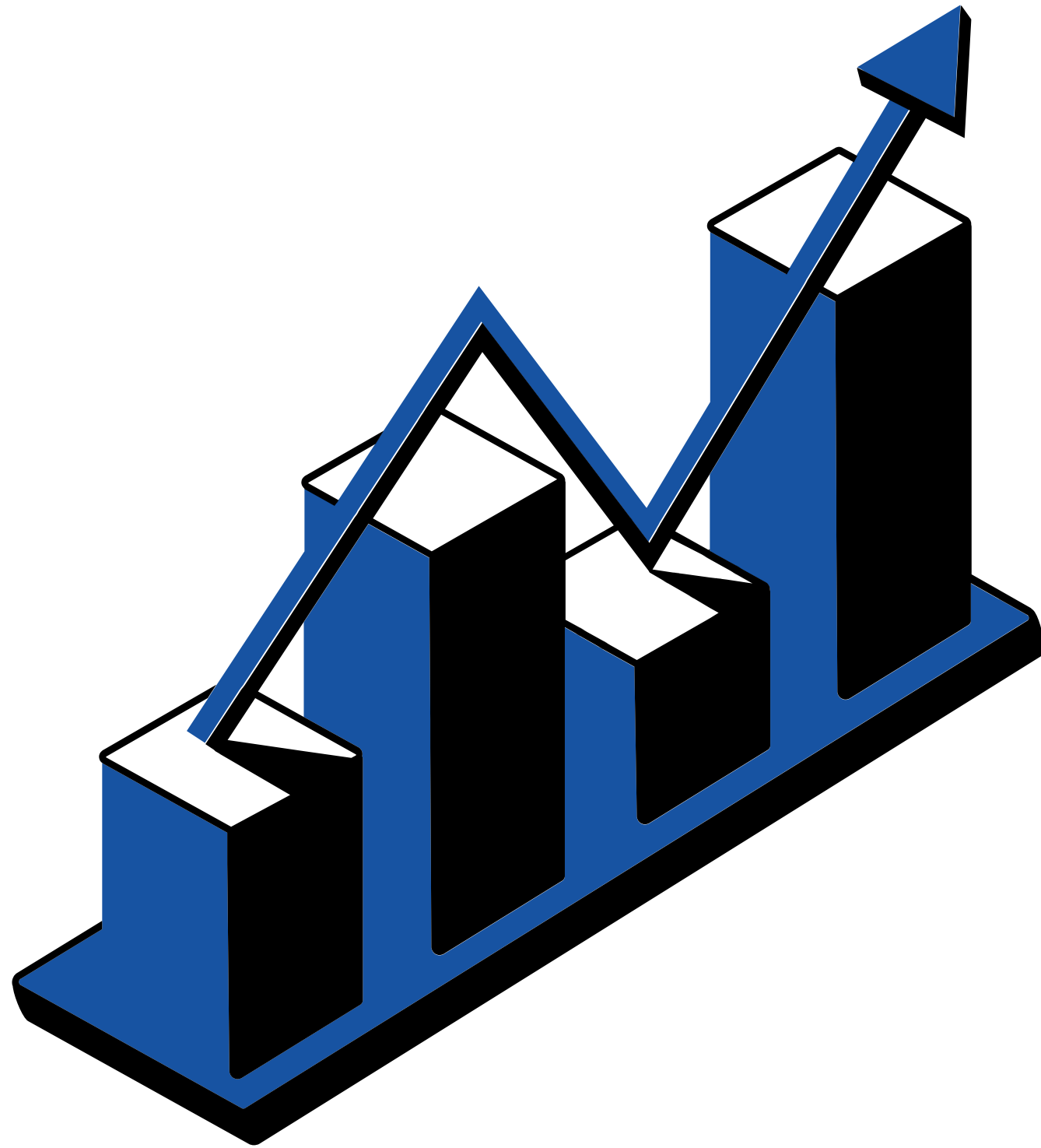
Videos

Long-form (up to 1 hour)

- Will primarily be posted on YouTube
- Interviews (podcast/informal video style)
 - Problems relating to workforce in Hawaii and solutions.
 - WIOA program issues and ways to improve.
 - Participant and employer success stories.
 - Tour of American Job Center and partners.
 - Tour of eligible training provider programs and partner worksites.
- Presentations, Educational
 - Informational training to be used as reference.
 - No camera footage required - can be a voice reading out a slideshow-styled presentation.

Short-form (up to 1 minute)

- Will primarily be posted through Instagram Reels
- Edited clips of long-form videos.
 - Podcast clips - interesting points of discussion
 - Interview/success story “previews” or snippets.
 - Clip fades to an ending card that encourages viewers to watch the full interview or podcast on our Youtube channel with a link in the post description or our main page description.
- Event highlight compilations
 - For busy events with a lot of action to that can informally be captured via a smartphone camera.
 - Can include music and portions of text throughout the video OR a voiceover.



Performance and Statistic Tracking

Engagement statistics will be tracked weekly.

- Number of views, impressions, likes, comments, shares, and followers.
- Will be kept in a spreadsheet with different tabs per platform.

Detailed report will be submitted to the Executive Director and Chair monthly.

- Growth, patterns, rankings.
- Explain what is effective, what can be improved, challenges, solutions.

Quarterly summaries can be shared to the board via the Special Projects Committee.