Next Move Group
We Are Jobs

New Perspectives for Economic Developers in 2022:

The full report source for this white paper can be found here.

Social media influencers don't just sell their favorite product or promote a new company. Now, they are potentially the best asset to recruit for jobs, increase employment, and change economic tides in any state.

- In 2021, Fairfax County Economic Development Authority (FCEDA) paid social media influencers to market their jobs portal and virtual career fairs
- Instagram users promoted websites and online events, using hashtags and links to increase internet traffic

FCEDA President and CEO describes this as an "experimentation," a campaign to both **develop their brand** and attract target audiences, especially **millennials.** So far, the investment has paid off.

In 2021, FCEDA paid nearly $29,000 to 10 social media influencers for marketing. Each Instagram ad averages $1.25 per click. But in return:

- $205,000 in earned media value.
- 332,000 Instagram users reached, including 25,000 likes, comments and shared.
- 536 clicks to a highlighted jobs board, 276 clicks for a career fair registration.

Overall, social media platforms are the future of marketing and recruiting in economic development.

- The FCEDA reached a highly targeted audience through trusted sources.
- Using a marketing firm, FCEDA chose the social media influencers for the campaign, posting requirements, goals to be met, etc.
- And it's not just the FCEDA; governmental bodies across the U.S. use influencers for tourism marketing, COVID-19 messaging, and more.

Influencers are economic development's secret weapon. FCEDA President and CEO said it best: "Economic development is not the business it was five years ago. It really takes a lot of innovation."

If you want to take your employment, your business and your community to the next level, this year you can let a social media influencer do the hard work for you. It's never too late to get started.

For full report source, click here.

About The Next Move Group:

The Next Move Group exists to create economic growth for small to mid-sized companies, communities, and nonprofit organizations.

Book an online meeting with our St. Louis office here or call us now at 1-800-764-3105.

*Disclaimer: the figures in this white paper are based on the article in the link above and are subject to change based on interpretation. The figures above are only a small portion of facts withing the article, but they reflect those Next Move Group believe will interest most small to mid-sized companies, communities, and non-profit organizations.

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