

News Release

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Secretary of Labor Hilda L. Solis announces social Web partnership to connect unemployed Americans with jobs

Partners include Facebook, the National Association of Colleges and Employers, DirectEmployers Association and the National Association of State Workforce Agencies

WASHINGTON — Secretary of Labor Hilda L. Solis today announced an innovative partnership that leverages the combined audience and expertise of officials from the U.S. Department of Labor, Facebook, the National Association of State Workforce Agencies, DirectEmployers Association and the National Association of Colleges and Employers to provide crucial employment resources to job seekers through the use of social networks.

"Linking American job seekers with the resources they need to get back to work is a top priority of the Obama administration and my department," said Secretary Solis. "By leveraging the power of the social Web, this initiative will provide immediate, meaningful and ready-to-use information for job seekers and employers, and a modern platform to better connect them."

As part of the announcement, Facebook officials debuted a "social jobs partnership" page that highlights available training programs, educational opportunities and job search resources, which can be accessed at <http://www.facebook.com/socialjobs>. Facebook also made a commitment to drive traffic to the page through targeted online public service announcements that will appear to users in geographic areas experiencing high unemployment.

Additionally, the partner organizations will conduct in-depth survey research about how job seekers, college career centers and workforce recruiters are using the social Web effectively; explore how job postings can be shared on Facebook and through other social websites at no charge; and distribute educational materials to recruiters, government agencies and job seekers about the utility of the social Web.

"Facebook is about connecting people, so that they can share what's important to them, and that is the driving force behind the social jobs partnership," said Marne Levine, Facebook's vice president of global public policy. "We've brought employers, recruiters, college career services and government agencies together to help the millions of Americans who use Facebook to find jobs."

In the coming months, public and private-sector partners who have committed to helping Americans find jobs through resources and technology will be added. To view streaming video of the announcement, click on <http://s.dol.gov/1Z>.

About the Department of Labor

The Department of Labor works to expand opportunities for all Americans, keep workers safe, and ensure that workers are able to provide for their families and keep what they earn. The department is getting America back to work through a wide range of training programs, nearly 3000 One-Stop Career Centers nationwide, and online tools to connect Americans with good jobs and training resources in their local communities.

About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, Calif.

About the National Association of State Workforce Agencies

NASWA is a private, nonprofit organization based in the District of Columbia that serves as an advocate for state workforce agencies' programs and policies, a liaison between federal and state workforce system partners, and a forum for the exchange of information and effective practices. NASWA's state agency members administer public workforce programs, including employment services, job training, labor market information and unemployment insurance in all 50 states, the district, Puerto Rico and Guam.

About DirectEmployers Association

DirectEmployers Association Inc. is a 501(c)(6) nonprofit employer association with more than 600 members. A board of directors consisting of representatives from member companies manages its business and affairs. Its mission is to provide employers an employment network that is cost-effective, improves labor market efficiency and reaches an ethnically diverse national workforce.

About the National Association of Colleges and Employers

NACE connects college career services professionals with HR/staffing professionals focused on college relations and recruiting. The professional association forecasts trends in the job market; tracks student attitudes, "the job search," internships and salary information; reports on legal issues in employment and hiring practices; and provides professionals with benchmarks for their work.

<http://www.dol.gov>