

Tyson V. Jones Social Media Campaign Portfolio

1. **Client:** IC-CAP, LLC - A recruiting firm based across the U.S. specializing in IT professionals and cutting -edge technology.

Project Scope: February 2019 - October, 2019

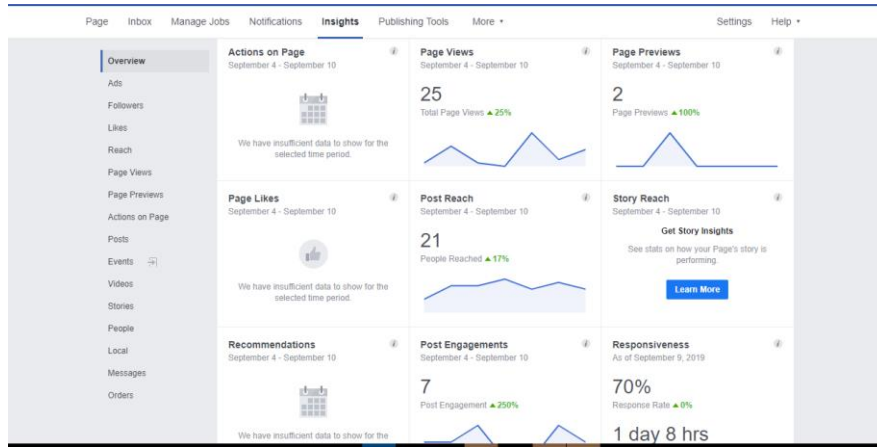
Project Goals: Increase brand awareness, increase visibility, attract prospective recruits to reach out to us.

Project Summary: Over the course of most of 2019, I was tasked with a variety of skills including increasing brand visibility for IC-CAP. This was done by curating content based on employee and company identity. As this is a recruiting firm, getting candidates to apply for our positions was paramount. Between our platforms, I was able to bring in 100+ applicants.

My contributions include the creation of the companies EOE Statement, creation of the template used on Job Listings on both ClearanceJobs and Indeed. In addition, I also worked as an Editor for the Company Newsletter.

References:

- Dan Coombes - Head of Recruiting for IC-CAP - Dan@IC-CAP.com
- Steve Taylor - President of IC-CAP - Steve@IC-CAP.com



Project Snapshots:

The image shows the Facebook page interface for 'IC-CAP, LLC'. The page is in 'Admin view' and includes the following elements:

- Page Header:** 'Page', 'Content Suggestions', 'Career Pages', 'NEW Analytics', 'Activity', 'NEW Admin tools', and 'View as member'.
- Analytics (Last 30 day activity):**
 - Unique visitors: 80 (▲33%)
 - New followers: 11 (0%)
 - Post impressions: 1.3K (▲43%)
 - Custom button clicks: 34 (▲100%)
- Start a post:** Includes icons for photo, video, and document.
- Updates:** Filtered by 'Page updates'. A post by Tyson Jones from 9/11/2019 is visible, with the text: "It's often said, Americans remember where they were on 9/11, and even today, rings true. Today though, also consider how out of this tragedy, Americans were able to come together and show the world we can stand strong in the face of adversity." The post has 157 followers and 9% engagement.
- Community hashtags:** A section for adding hashtags to like, comment, and reshare on the feed.

Deliverables: Available upon request