



HIRE ME SC

MARKETING CAMPAIGN
Lifetime Overview

Created by Flock and Rally



Hire Me SC Campaign Overview

The goal of Hire Me SC is to increase the capacity of South Carolina's current system to foster competitive, integrated employment for young adults with intellectual and developmental disabilities. Over the years, the campaign has helped grow awareness about the culture of disability employment in SC among the general public, employers, job seekers, service providers and educators and serves as platform to advocate for policy change.

LIFETIME STATS

Lifetime Website Stats

The Hire Me SC website launched in 2018 and has seen steady growth in the number of visitors and pageviews year over year. The data below is from Jan. 2018 – May 2021.



54,018
Total Pageviews
(up 52% yr/yr)

24,636
Total Visits
(up 64% yr/yr)



Lifetime Social Media Growth

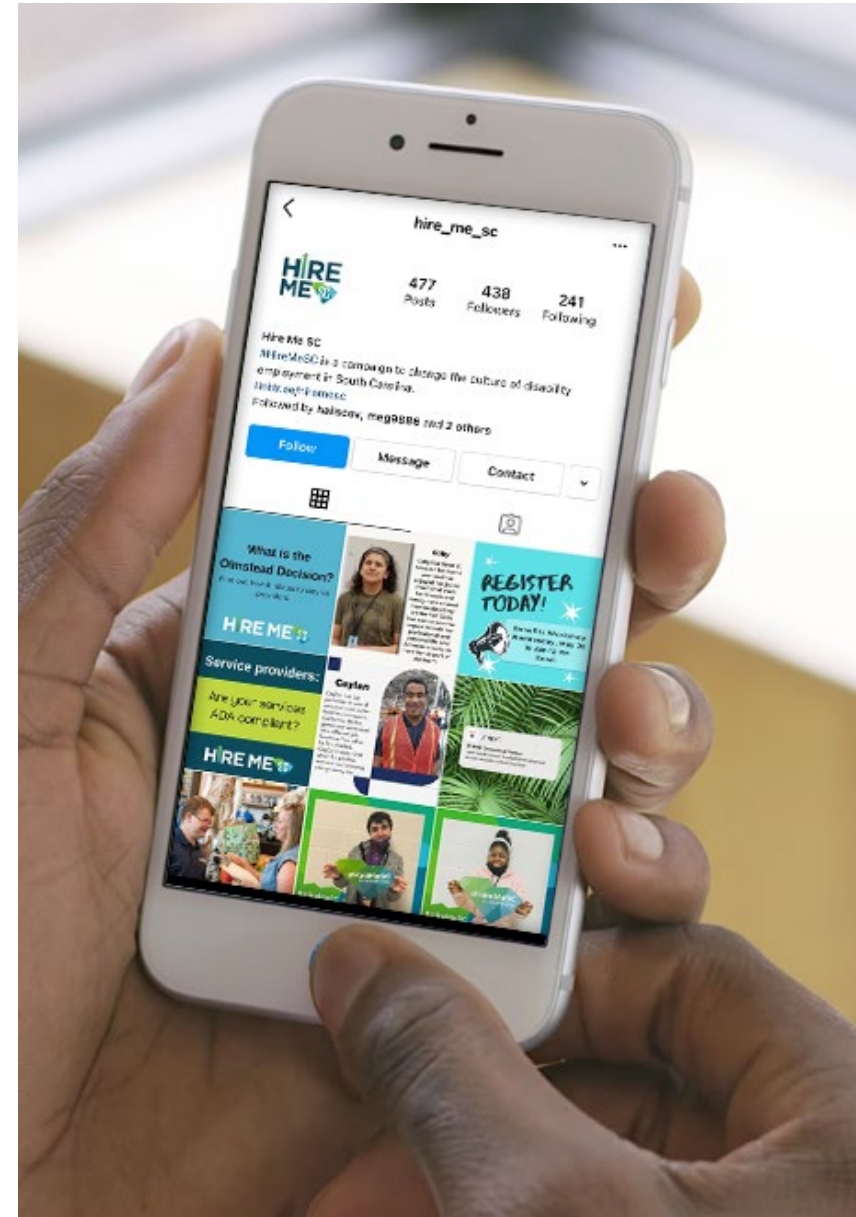
As the Hire Me SC campaign was developed, social media was recommended as a tactic to engage target audiences, share campaign updates and more. The Able SC team manages organic social media, but these pages have also been used to run paid social media ads when a campaign is in place.

1,384 
Facebook
page likes

170,671 
Facebook
post reach

192 
Twitter
followers

434 
Instagram
followers



Lifetime Public Relations

Over the years, Flock and Rally has managed public relations efforts for the Hire Me SC campaign. Since launching Hire Me SC, a number of focused campaigns have been put in place, such as a campaign targeting the general public, employers and multiple employer summit campaigns. Below is the lifetime data for all Hire Me SC public relations campaigns.

317 Press mentions/clips

1,506,583 Total estimated press coverage views

THIS METRIC ABOVE IS BASED ON A COMBINATION OF:

167,088 Online estimated views (coverage on media outlet websites)

842,141 Offline estimated views (print press, mentions in email newsletters from media outlets to subscriber lists)

497,354 TV viewership

Stigmas Persist When It Comes to Hiring People with Disabilities

Restaurant Industry an Area of Untapped Potential, Say Advocates

BY BACH PHAM
DEC 12, 2018 UPDATED MAY 16, 2019

SUBSCRIBE TODAY FOR \$2.99 / WEEK



Counter at Second Wave Coffee and Books, a business created by Arc of the Midlands to provide work for people with disabilities. Photo courtesy Able SC. Credit: Matt

Labor shortage has always been an issue in the restaurant industry. In 2017, the National Restaurant Association reported that nearly 40 percent of businesses believed that labor recruitment was the biggest challenge in the industry. Turnover is so frequent that some estimates suggest the average restaurant's back-of-house staff cycles every three months.

Despite the need for more staff, there has long been a disconnect when it comes to people with disabilities in the workforce.

TOP STORY

"People with disabilities can work and they want to work" - Hire Me SC Employer Summit is Wednesday



"People with disabilities can work and they want to work" - Hire Me SC Employer Summit is Wednesday

Lifetime Public Relations



Notable Mentions:

Free Times:

Stigmas Persist when it Comes to Hiring People with Disabilities (2018)

SC Public Radio:

Finding Jobs for the Disabled (2018)

WSPA:

Able SC Holds Employment Education Workshops (2019)

WIS:

People with Disabilities Can Work and they Want to Work (2019)

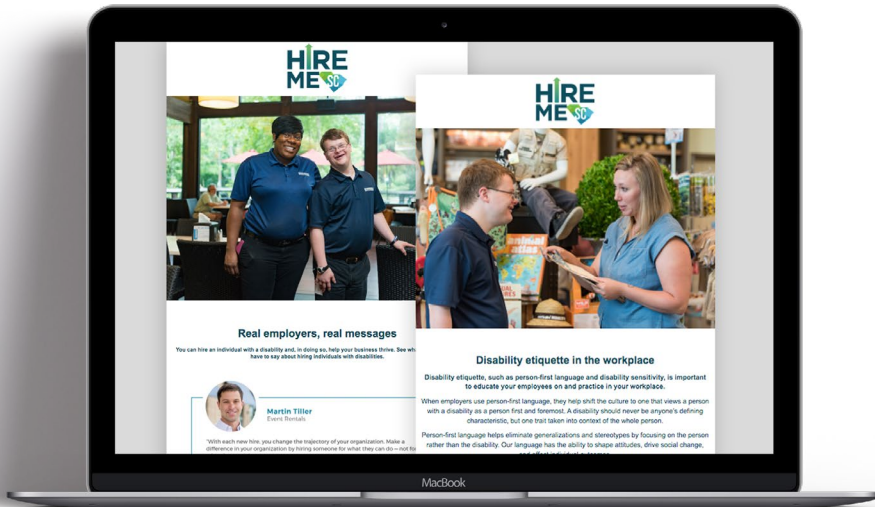
Times and Democrat:

Summit Focus is Closing Disability Employment Gap (2020)

A screenshot of a news article from The Times and Democrat. The article is titled "Summit focus is closing disability employment gap" and is marked as an "EDITOR'S PICK". It is dated August 29, 2020. The article features a photo of two people, a woman and a man, working together in what appears to be a retail or workshop setting. Below the photo, there is a short paragraph of text and a "CRUSH RUSH" logo. To the right of the article, there is an advertisement for "Ad by critico..." with a "Report this ad" button and "Ad choices" link. At the bottom of the article, there are social media sharing icons for Facebook, Twitter, Email, Print, and a bookmark icon. The article text mentions "COLUMBIA - South Carolina businesses and human resource professionals will be gathering online in October to learn how to close the disability employment gap and build a disability-inclusive workforce."

Lifetime Email Newsletter Stats

Over the years, some of the focused Hire Me SC campaigns have used email newsletters as a tactic in reaching target audiences. In 2019 a drip email series was built, with a total of 12 email newsletters created and targeted at the employer audience. In 2020, newsletters were created for each audience of Hire Me SC sharing updates on the new COVID-19 resources page. In 2021, email newsletters are being used to target the service provider audience. To the right is lifetime data specific to Hire Me SC email newsletter campaigns.



5,423

Subscriber List



14.5%

Open Rate



7.07%

Click-Through Rate



An ideal open rate for the nonprofit industry is anywhere from 12.5% - 25% and an ideal click rate is about 2.5%

CAMPAIGNS

Hire Me SC Marketing Strategy

Since 2017, Flock and Rally has developed strategy for the Hire Me SC campaign based on specific outreach focuses where themes emerged, including:

1

PHASE 1

Build the base

Concept and develop foundational tools for the Hire Me SC campaign including website, graphics, and messaging.

2

PHASE 2

Generate pride

Generate pride among individuals with disabilities by spreading the message that they will succeed, just as any other employee would in a competitive job environment, and they have the potential to do even better than their peers with hard work, dedication and appropriate supports.

3

PHASE 3

Promote inclusion

Advocate for disability inclusion in the workforce and improve employer perceptions about the employability of individuals with disabilities.

4

PHASE 4

Promote encouragement

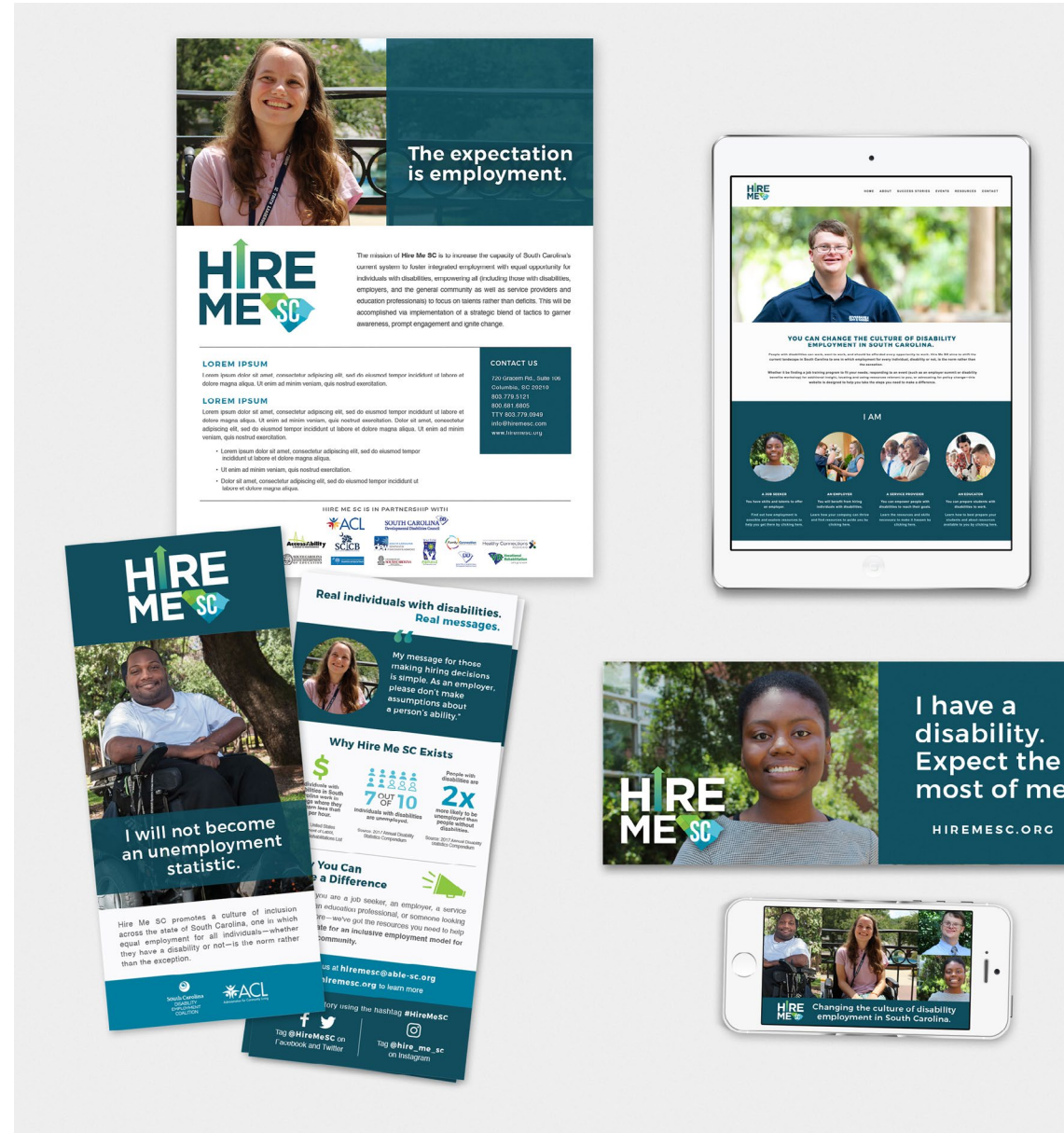
Encourage the target audiences to empower individuals with disabilities to reach their employment goals.

Phase 1: Build the Base

A good campaign needs a strong message and visual foundation to serve as a basis for all marketing efforts.

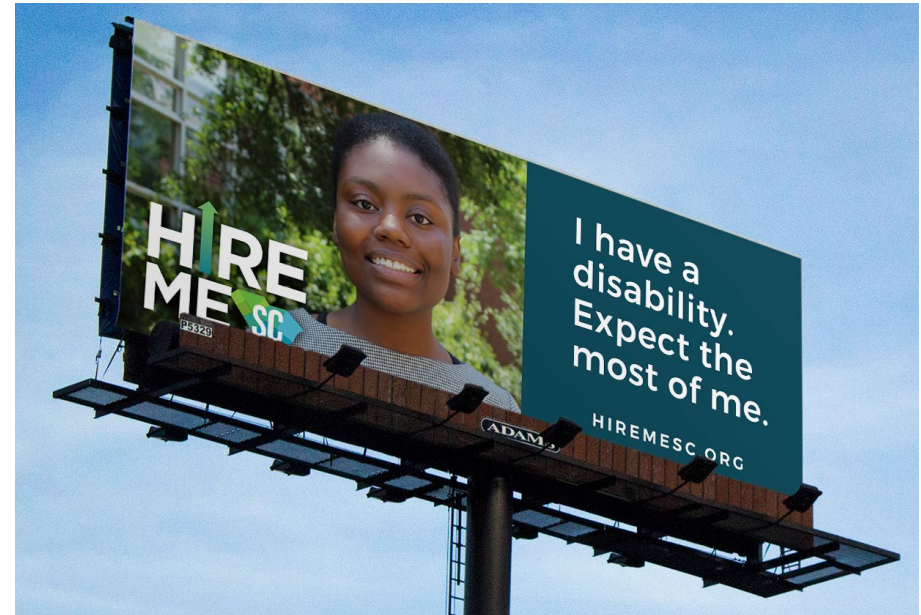
In 2018, we...

- ✓ Developed the campaign name and messaging for “Hire Me SC”
- ✓ Created a logo/graphics suite
- ✓ Built brand and visual guidelines
- ✓ Built the Hire Me SC website



Phase 2: Generate Pride

Once the base was built, we launched the first general awareness campaign in late 2018. This campaign was focused on the general public in SC, as well as job-seekers with disabilities. The purpose was to explain Hire Me SC, and engage with individuals who could share their success stories or employment goals.



The general awareness campaign included:



Traditional ad campaign

FUN FACT:

There were billboards at 16 locations in the state – 5 in the upstate, 5 in the Midlands and 6 in the Lowcountry/other locations.



Social media campaign to engage job-seekers



Public relations campaign



Digital Ad campaign

FUN FACT:

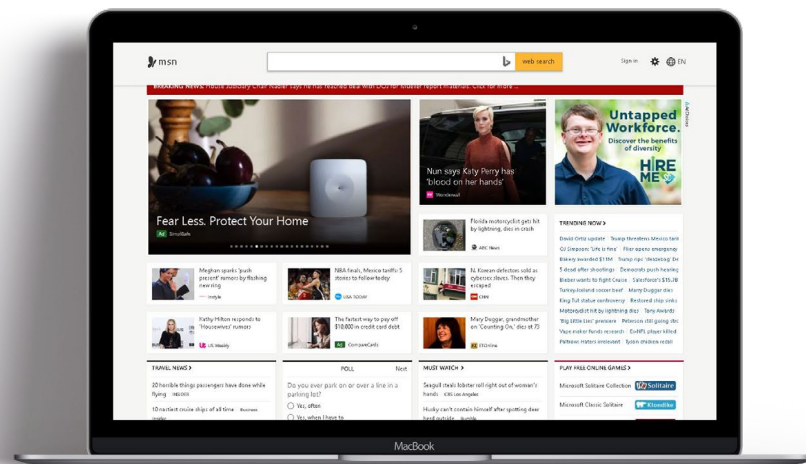
Banner ads received an estimated 420,000 impressions and a news station website partnership garnered 250,000 impressions.



Collateral development, including a rack card and tri-fold

Phase 3: Promote Inclusion

Once awareness of the Hire Me SC campaign was spread among the general public, it was time to engage employers. In 2019, a campaign was developed with a focus on the employer audience and a goal to improve common misconceptions about the employability of people with disabilities and promote a more inclusive workforce.



The employer campaign included:



Digital ad campaign, including online and social media ads

FUN FACT:

The digital and social ads garnered over 165,800 impressions



Email marketing (drip series)



Public relations campaign



Collateral development (tri-fold)

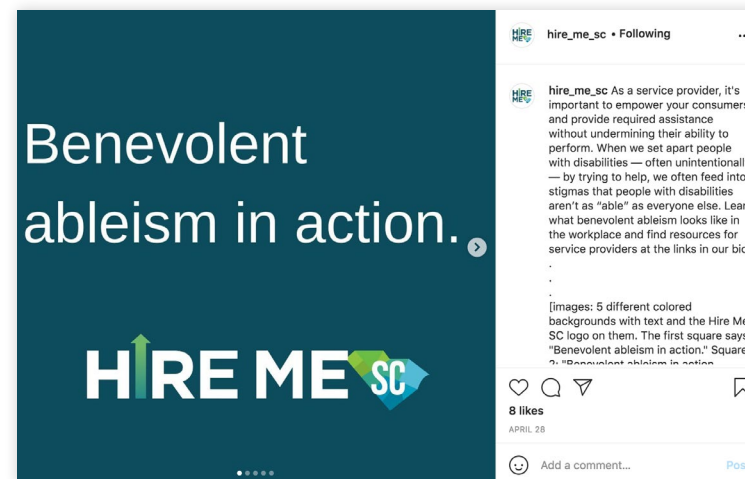


Phase 4: Promote Encouragement

In 2020 and 2021, there has been a focus on the encouragement theme. Our goal is to engage service providers and families of people with disabilities, and encourage these target audiences to empower individuals with disabilities to reach their employment goals.

This phase is still in the works and includes:

- ✓ Email marketing to service providers
- ✓ Organic social media campaign
- ✓ New web page on the site for families
- ✓ Public relations campaign



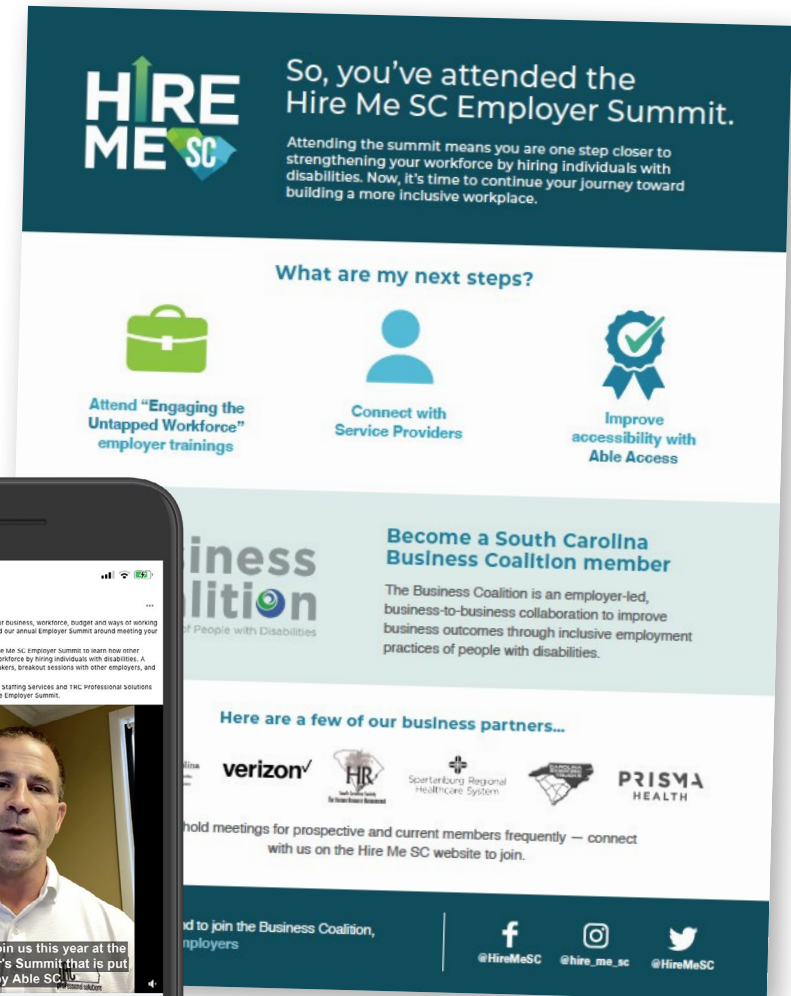
Employer Summit Promotion

Flock and Rally has helped promote the Hire Me SC Employer Summit each year to grow awareness among employers and HR professionals and attract attendees. Over the years, the following tactics have been put in place to promote the summit:

- Public relations campaigns
- Calendar listing creation + distribution
- Direct outreach
- Social media advertising
- Collateral development (fact sheets)

FUN FACT:

5 fact sheets were developed to serve as follow-up information for summit attendees.



Event Outreach and Promotion

Over the years, Flock and Rally has helped promote various Hire Me SC events, both virtual and in-person.

In 2017 and 2018, Flock and Rally sent out a number of press releases highlighting upcoming Disability Benefits & Employment Workshops.

In 2020, we helped promote virtual events and trainings by performing direct outreach to over 100 employer and human resource contacts per event.

SODA CITY BizWire.com

Brought to you by COLUMBIA REGIONAL BUSINESS REPORT

→ SUBMIT INFO to Soda City Biz Wire

AEC Business Services Finance Government Health Law Manufacturing Real Estate Tech Other Sectors

Statewide Coalition Hosts Disability & Benefits Employment Workshop in Columbia on June 28

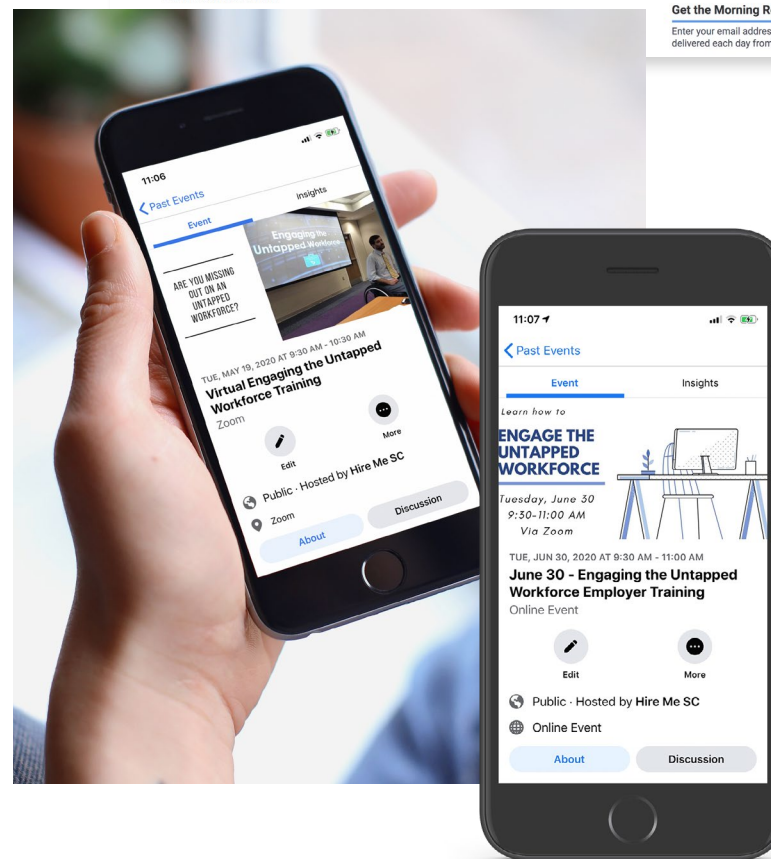
COLUMBIA, SC (June 6) – The SC Disability Employment Coalition will host a free workshop exploring myths of how work affects disability benefits on Thurs., June 28, 2018, from 3:30 p.m. to 5:30 p.m. at the C. Lem Harper Building in Columbia, S.C. Register for the Columbia "Disability Benefits & Employment: Make It Work for You" workshop online: <http://bit.ly/Columbia-Workshop-2018>

State and private organizations will be on site to discuss the services they offer to individuals with disabilities who are interested in returning to work or increasing their earnings. After the workshop, a resource fair will be held for individuals to connect directly with community organizations.

"We are committed to educating people about their rights and the services available to support them in meeting their employment goals," says Sandy Jordan, Director of Employment Programs with Able South Carolina. "Seventy percent of individuals with disabilities in South Carolina are unemployed, but we know from experience if we eliminate barriers to employment access, these individuals can achieve success and bring value to employers."

"Disability Benefits & Employment: Make It Work for You" is brought to you by the SC Disability Employment Coalition. The Coalition is made possible with funding from the Administration for Community Living and the SC Developmental Disabilities Council.

Get the Morning Report each day!
Enter your email address to get the latest content delivered each day from Soda City Biz Wire.

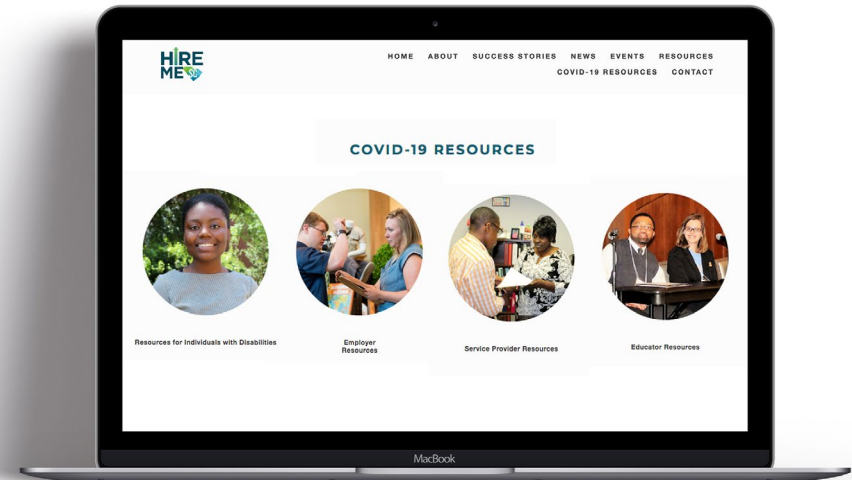


Miscellaneous

From time to time specific needs have presented themselves, resulting in new materials for the Hire Me SC campaign.



In 2020, an Employment First fact sheet was created with legislators as the target audience to educate them on why Employment First legislation is needed in SC.



In 2020, Flock and Rally also reassessed campaign marketing tactics and developed new resources with COVID-19 top of mind. A web page was built on the Hire Me SC website with COVID-19 resources for each audience, and email newsletters were created for each audience to grow awareness about the new resources.



HIREMESC.ORG

PLEASE DIRECT QUESTIONS REGARDING THIS REPORT TO:

FLOCK AND RALLY
Debi Schadel
debi@flockandrally.com
803.348.8861