

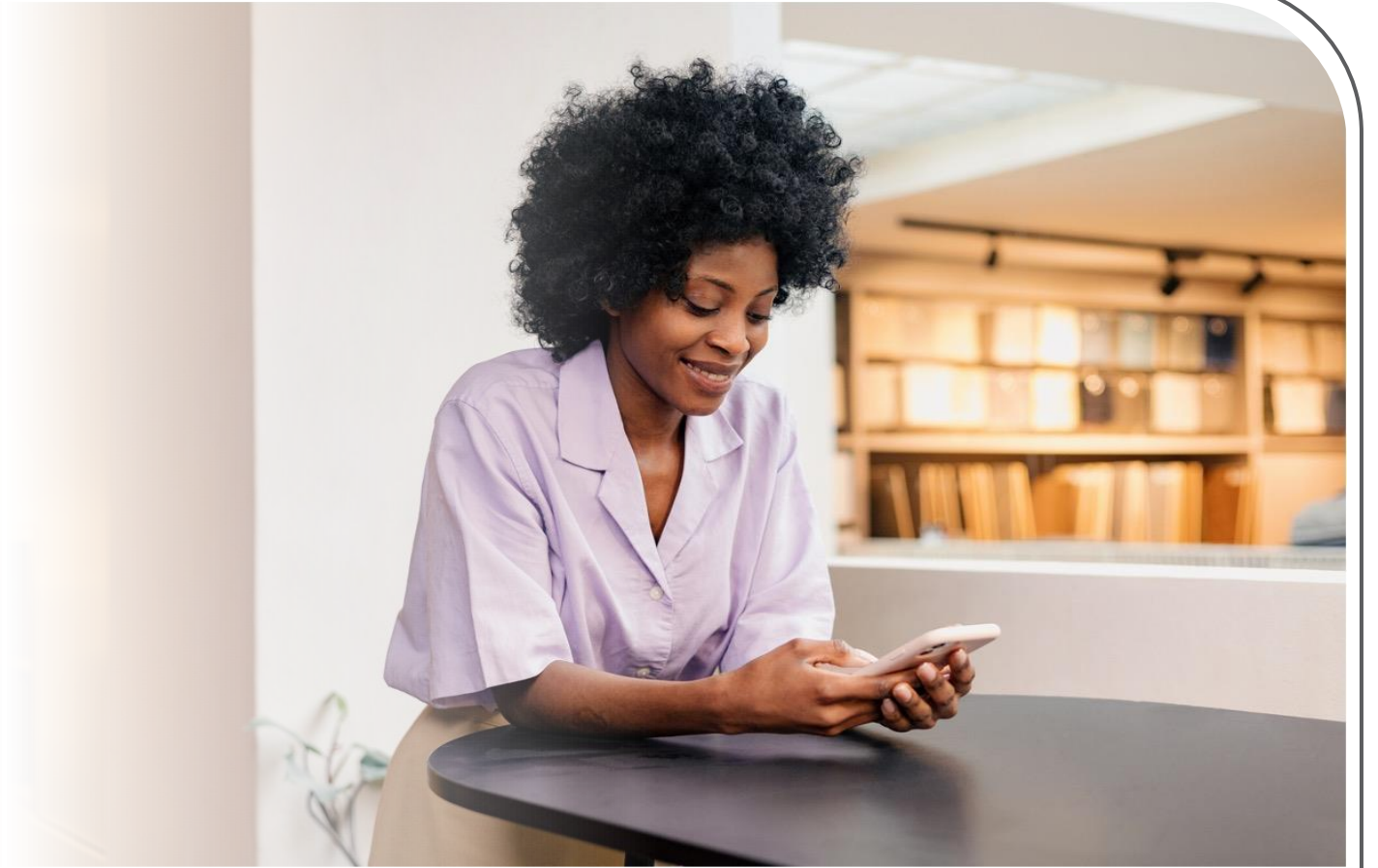
VDSS/LDSS Statewide Recruitment Brand Training

Investment in the social service workforce is investment in community.



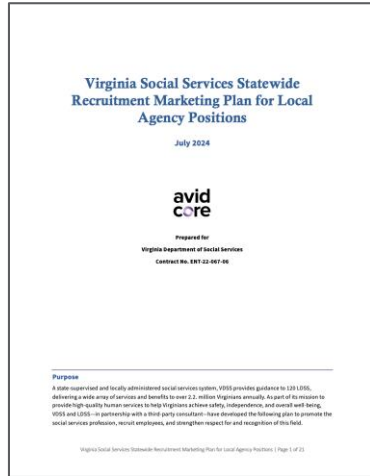
Prepared by Avid Core

Project Overview



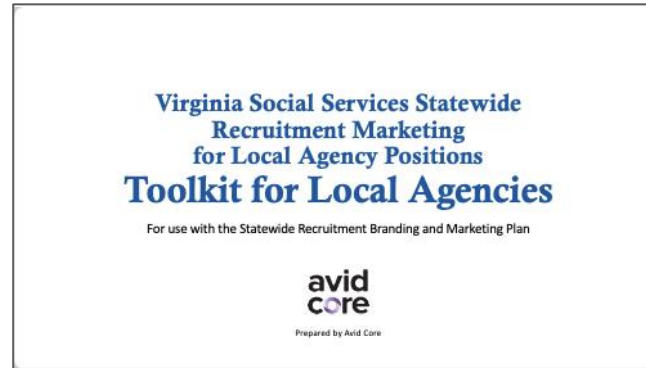
The goal of this training is to help you better understand the components of a brand as a framework for implementing your recruitment marketing plan and toolkit.

Tools for Local Agencies



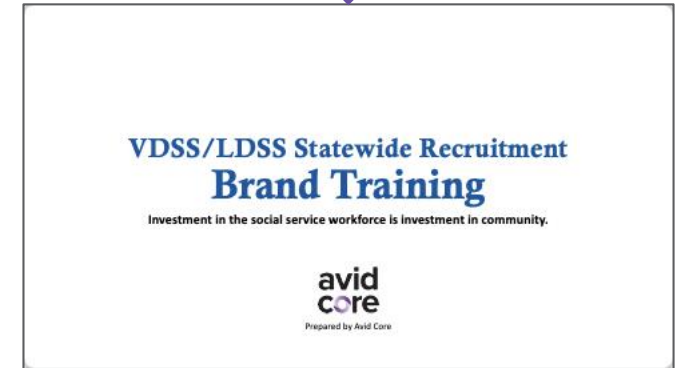
Recruitment Marketing Plan

Blueprint for marketing open positions that can be tailored to the needs and capacity of your agency



Recruitment Marketing Toolkit

Ready-to-use materials and messaging to use through social media, websites, and other outreach



Brand Training

Overview of branding purpose and terms to support understanding as you begin using the plan and toolkit

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Brand Vision

The LDSS Statewide Recruitment Brand offers a cohesive approach to help all Virginia local agencies recruit staff. Your locality may also have branded resources for you to use, such as brand guides, logos, and materials. Use whichever you think best fits your recruitment effort.

This particular toolkit contains options for you to use when recruiting for:

- **Administrative Specialists**
- **Benefit Programs Specialists**
- **Family Services Specialists**

Additionally, the toolkit's branding and messaging will further elevate, professionalize, and foster awareness about these roles, so agencies are better positioned to hire and retain capable, invested staff.



Next Steps

1. Familiarize agencies with branding and marketing terms through this training.
2. Agencies review the **Recruitment Marketing Plan** to assess need and capacity.
3. Agencies use the **Recruitment Marketing Toolkit** to:
 - Unite the statewide recruitment outreach brand
 - Reach audiences with refreshed branding and targeted messaging
 - Save agencies time and resources



▶ Branding Basics



Even if you're new to branding, you're still familiar with its effects. Companies, organizations, governments, and even individuals use their brands to ensure consistency. This consistency builds familiarity—and hopefully trust—with audiences, making them more receptive to your messages.

What is branding?

Essentially, branding is using consistent elements to distinguish what you're offering from anything in the same marketplace. These elements include:



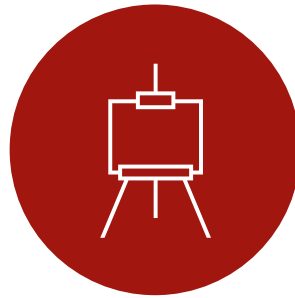
Brand Foundation

Mission

Vision

Values

Tagline



Brand Visuals

Logos

Fonts

Colors

Imagery



Brand Voice

Editorial Style

Tone

Key Messages

Personas

Why is branding important?

It **creates consistency** in all communication to build brand equity and maximize your impact and return on investment.

CONSISTENCY

It **establishes your value proposition**—the benefit you're offering and how that is set apart from other offers.

VALUE

It **builds trust and credibility** and creates a sense of shared purpose.

TRUST

It allows you to **engage more efficiently and effectively** with audiences by simplifying decision making.

EFFICIENCY

THE BAD NEWS

For recruitment, the marketplace is vast!

THE GOOD NEWS

The Recruitment Marketing Plan and the Recruitment Marketing Toolkit will help you set Virginia's local social services apart.



Your branding role!



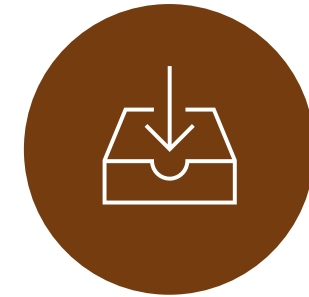
Managing Public Perception

Shape how the department is viewed by the public to build trust and reduce stigma



A Community Leader

Position the department as a central, reliable resource for community well-being and a key player in local development and support systems



Attracting Job Seekers

Use branding to recruit qualified staff by highlighting the benefits of joining local agencies in Virginia



▶ Branding Elements

As a set, branding elements form your brand. The set should distinguish what you offer from other offerings within the marketplace. The set can be simple or extensive, depending on the needs and capacity of the organization. The branding elements for this recruitment effort are grounded in the VDSS brand, with some additional style choices to help audiences differentiate the main brand from the local agency recruitment brands.

Brand Foundation Definitions



Term	Definition
Mission	Your mission is a clear, concise statement explaining why your company or organization exists—it should spark fire in your heart but be understood by audiences who have no idea who you are.
Vision	Your vision is an aspirational statement that describes your company or organization’s impact on the future.
Values	Values are the core beliefs that guide your internal culture and influence how your work and/or products are perceived by audiences.
Tagline	The tagline is a short summary of your brand.

Brand Foundation Guidance



Term	VDSS Guidance	LDSS Recruitment Guidance
Mission	To design and deliver high-quality human services that help Virginians achieve safety, independence, and overall well-being.	Use VDSS Mission or LDSS Mission, if available.
Vision	A Commonwealth in which all Virginians have the resources and services they need to shape strong futures for themselves, their families, and their communities.	Use VDSS Vision or LDSS Vision, if available.
Values	<ul style="list-style-type: none">• People First• Commit To Excellence• Embrace Differences• Think Bigger• Win Together	Use VDSS Values or LDSS Values, if available.
Tagline	People Helping People	People Helping People

Brand Visuals Definitions



Term	Definition
Logos	A logo is a symbol that represents your company and serves as the key visual for the brand.
Fonts	Sets of 1–2 fonts—and various weights and sizes, establishing a hierarchy of headings and body text—create your brand’s typography set.
Colors	This set of colors should be used on all brand collateral—from your logo, to social media, to swag, and anything else visual your company or organization produces. Usually, brands include a main palette with colors that are always used and a secondary palette that offers a few more colors for variety and additional visual coding.
Imagery	This combination of coordinated photos, illustrations, icons, and other visuals works to express both subject matter and brand.

Brand Visuals Guidance



Term	VDSS Guidance	LDSS Recruitment Guidance
Logos	brand.dss.virginia.gov/#logo	Use agency locality (county, city, etc.) logo.
Fonts	brand.dss.virginia.gov/#font	Bebas Neue, Source Sans Pro, Merriweather
Colors	brand.dss.virginia.gov/#colors	VDSS Blue: #0057A1 VDSS Purple: #6950A1 Lime: #7ED957 Cyan: #32F0DF Orange: #FF9C4B Yellow: #E9CE00
Imagery	brand.dss.virginia.gov/#imagery	Stock imagery portraying professional and realistic scenarios; circle to emphasize employee or person receiving services.

Brand Visuals Example



VDSS BLUE: #0057A1

VDSS PURPLE: #6950A1

BEBAS NEUE

MERRIWEATHER

INSERT LOGO

CIRCLE TO EMPHASIZE EMPLOYEE

STOCK IMAGERY PORTRAYING PROFESSIONAL AND REALISTIC SCENARIOS

SOURCE SANS PRO

NEW COLOR

Brand Voice Definitions



Term	Definition
Editorial Style	Editorial style ensures consistent grammar, punctuation, formatting, abbreviation, and word choice.
Tone	Voice is a zoomed-out representation of your perspective and values—and needs to resonate with your target audience(s). Tone drills down on voice, considering the specific audience and the platform.
Key Messages	Key messages are the main ideas that an organization wants its audience to understand and remember.
Personas	A persona is a profile representing the ideal customer an organization is trying to reach. It guides understanding of an audience’s motivations, challenges, and the best ways to interact with them.

Brand Voice Guidance



Term	VDSS Brand	LDSS Recruitment Guidance
Editorial Style	Associated Press (AP) Stylebook	Associated Press (AP) Stylebook
Tone	<ul style="list-style-type: none"> • Positive • Human-centered • Hope-centered 	<ul style="list-style-type: none"> • Positive • Human-centered • Hope-centered
Key Messages	<ol style="list-style-type: none"> 1. Conveying the mission, vision, and values of the agency 2. Fostering willpower within our audiences to achieve a better future for themselves 3. Illuminating the pathways we provide toward their goals 	Find Key Messages in the Recruitment Marketing Plan
Personas	Individuals or families needing or receiving services	All potential recruits. Find Personas in the Recruitment Marketing Plan.

ACCESSIBILITY BASICS

How do we make our messaging accessible?

THE GOOD NEWS

Many accessibility tools are built into technologies and others are free online.

Here are some terms you should get familiar with:

<p>Alt-text Write a description of the appearance, context, or function of an image.</p>	<p>Color Contrast Provide enough color difference between elements, including the background</p>	<p>Styles Hierarchy Use typography and styles to provide meaning and structure.</p>	<p>Plain Language Keep sentences simple. Aim for eighth-grade readability.</p>
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Learn more at brand.dss.virginia.gov/#accessibility and avid-core.com/category/accessibility-in-communications

ACCESSIBILITY NOW

How does the brand toolkit help us with accessibility?

THE GOOD NEWS

The toolkit includes what you need to make your social media posts accessible! All you need to do is cut and paste the alt-text into the right place.

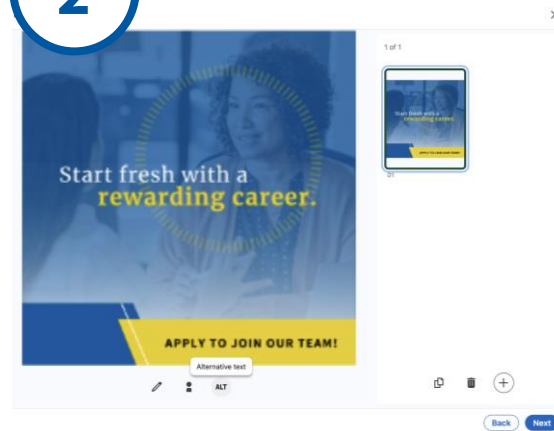
1



Insert photo



2



Click "ALT"
Click "Next"

3



Cut and paste alt-text from the toolkit
Click "Add"

▶ Tools for Local Agencies



The Recruitment Marketing Toolkit provides ready-to-use tools for local agencies to begin your branded recruitment now!

Elevator Speeches

A brief and persuasive message aimed at sparking interest in the organization, an elevator speech is a valuable tool for introductions, communicating key ideas, and establishing meaningful connections.

The Backbone

Administrative Specialists are families' first connections to the agency and their first line to continuing support.

We aren't your typical admins! We are creative thinkers and team players who make a difference in our communities by supporting staff, managing operations, welcoming customers, and connecting them to resources.

We're part of your community, we care, and we're waiting to meet you!

The Hands

Benefit Programs Specialists empower families to create safe and healthy environments by connecting them with resources and services and guiding them through processes to safeguard their interests.

We fill urgent needs now to steady the track to self-sufficiency, which positions customers for future success.

We give our community a hand-up to its full potential, family by family, need by need!

The Shoulders

Family Services Specialists protect and assist those in need in our community, by guiding customers through complex systems, evaluating needs, and offering everyday support.

We uplift the vulnerable to improve their life trajectories and are by our customers' sides on the journey to prioritize their families.

We are advocates for positive change, dedicated to providing solutions for everyone in our community!

Social Media Posts

Branded social media posting and advertising are effective, no- or low-cost ways to reach and inform new audiences.

The Recruitment Marketing Plan includes a more detailed explanation of platforms and strategies, but to begin, we encourage posting to job boards and related social media platforms like LinkedIn, as most jobseekers will use the LinkedIn job search function in their hunt.

There are three categories of post samples that include art and text in the Recruitment Marketing Toolkit:

Posts by Roles



Posts by Personas

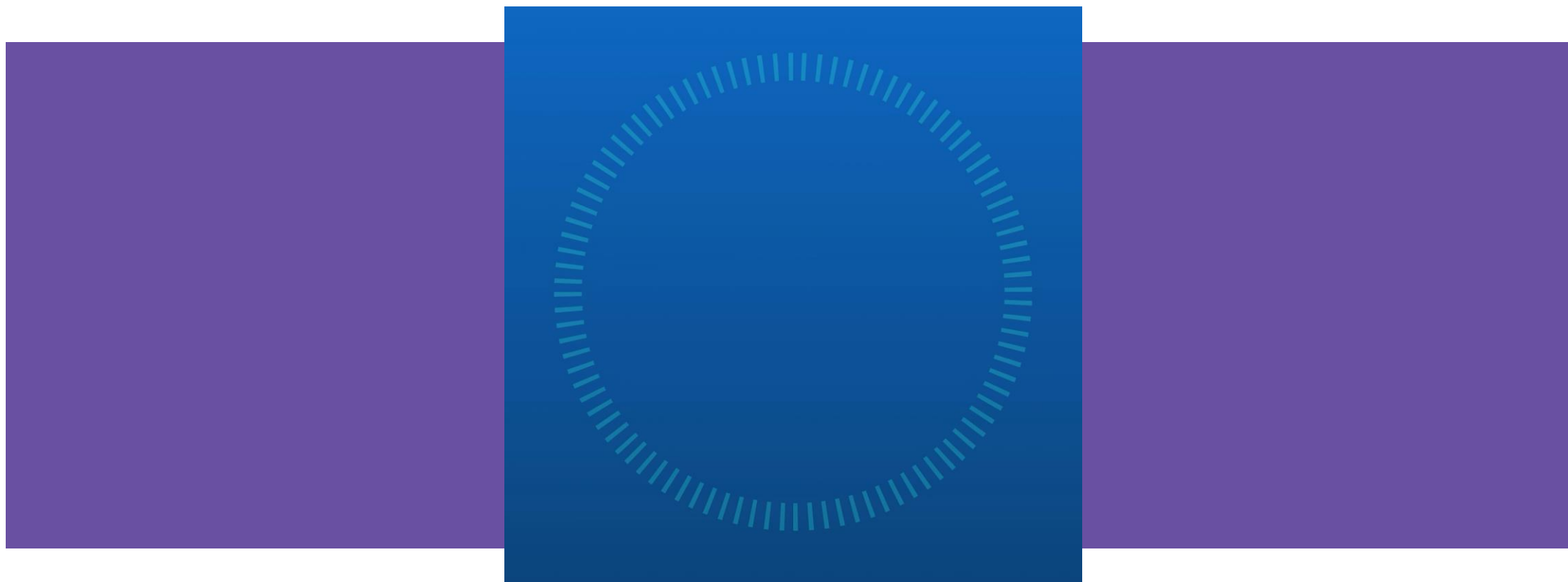


Posts for Human Services Graduates



Social Media Video

The social media video gives a full overview of why a candidate would want to apply and join your LDSS team. Use it, or portions of it, for your own social media and ask partners to share it with their networks.



College Outreach

In addition to connecting with our primary audiences (see the Personas in the marketing plan for more information), consider reaching out to partners, ambassadors, and influencers to spread awareness even farther and to new audiences. We recommend prioritizing connecting with local colleges that offer Human Services degrees to reach their students with messaging about LDSS roles and opportunities.

There are three tools for outreach in the Recruitment Marketing Toolkit:

Website Content for Colleges



Practice applying classroom learning to real-world scenarios and receive training to hone your skills.

Student Recruitment Messaging



Impact lives daily! A career with Virginia local social services allows you to directly impact the lives of families in need. Whether you're providing support to children, assisting the elderly, or advocating for vulnerable populations, your work will make a difference.

Presentation for Colleges



▶ **Questions?**



THANK YOU FOR ATTENDING!