

# CareerBuilder Government Solutions: Facebook Packages

## Reach a new generation of talent through the power of interactive communities

Plain and simple, Facebook has transformed the government sourcing enterprise. But success now depends on a significant commitment to quality content, continuous communication, and a unified brand voice.

As an extension of your agency, CBGS will assimilate your culture, communication style, marketing priorities, and HR initiatives. Then, we'll create an authentic online community that uniquely reflects your employment value proposition.

### Choose from three packages:

#### Basic Facebook Monitoring Package

Save time and protect your brand by outsourcing the tedious and time-consuming Facebook monitoring process. Through daily content auditing, we'll ensure that all communications meet your organization's strict guidelines, and we'll identify urgent posts for immediate response. In addition, CBGS will assume management of discussion boards, walls, polls, and auxiliary content—sustaining your rich, meaningful dialogues with target audiences.

#### Preferred Facebook Monitoring, Maintenance, and Content Package

Build even more powerful relationships through engaging, original recruitment content. We'll even produce and place customized home page ad campaigns on Facebook, while creating, monitoring, posting, and editing the full scope of your Facebook communications.

#### Premier Facebook Monitoring, Maintenance, and Custom Content Package

Use Facebook to its full potential. With a CBGS recruitment media strategist, you'll develop a customized plan for establishing your unique employment brand. Not only will we develop and manage all of your recruitment content, we'll also create and place multiple Facebook advertising and awareness campaigns, including a robust internal launch.

*As an expression of our deep commitment to the Hispanic community, all Facebook services are available in Spanish as well as English.*

[www.careerbuildergovernmentsolutions.com](http://www.careerbuildergovernmentsolutions.com)

Please contact us at [cbgs@careerbuilder.com](mailto:cbgs@careerbuilder.com) or 202.652.2831 to find your most convenient procurement option.

**careerbuilder**<sup>™</sup>  
Government Solutions, LLC 

# CareerBuilder Government Solutions: Facebook Packages

## Facebook Package Comparison

	Basic Package	Preferred Package	Premier Package
Basic page set-up, if needed	•	•	•
Monthly page statistics pulled and delivered via email	•	•	•
Three times per week wall and discussion board monitoring, includes weekly emailing of prioritized posts and immediate emailing of urgent, must-respond posts (Monday through Friday, 8-5 Central Time)	•		
Daily wall and discussion board monitoring, includes weekly emailing of prioritized posts and immediate emailing of urgent, must-respond posts (Monday through Friday, 8-5 Central Time)		•	
Twice daily wall and discussion board monitoring, includes weekly emailing of prioritized posts and immediate emailing of urgent, must-respond posts (7 days a week, 8-5 Central Time)			•
Weekly fan/posting responses (up to 20 responses per month)	•		
Weekly fan/posting responses (up to 40 responses per month)		•	
Weekly fan/posting responses (up to 60 responses per month)			•
Weekly wall posting (content provided by client)	•		
Twice weekly wall custom content creation and posting		•	•
Weekly discussion board posting (content provided by client)	•		
Weekly discussion board custom content creation and posting		•	
Twice weekly discussion board custom content creation and posting			•
Monthly poll posting (content provided by client)	•		
Monthly poll custom content creation and posting		•	•
Monthly fan notification (content provided by client)	•		
Twice monthly fan notification with original content		•	
Four times per month fan notification with original content			•
Monthly uploading of up to 20 images and 1 video, includes adding captions and tags (photos and videos provided by client)	•		
Monthly uploading of up to 40 images and 2 videos, includes adding captions and tags (photos and videos provided by client)		•	
Monthly uploading of up to 80 images and 3 videos, includes adding captions and tags (photos and videos provided by client)			•
Weekly link posting		•	
Twice weekly link posting			•
Weekly notes posting		•	•
Weekly event posting (event information provided by client)		•	•
Launch email for employees (text and HTML design)		•	•
Either 1 or 2 (depending on 6-month or 12-month package) Facebook home page ad campaign(s), includes design and either 1 or 2 million impressions (1 million impressions per campaign)		•	
Either 2 or 4 (depending on 6-month or 12-month package) Facebook home page ad campaign(s), includes design and either 2 or 4 million impressions (1 million impressions per campaign)			•
Employee Facebook launch materials, includes designs for posters and flair (photos, printing, and purchasing are additional fees)			•
One contest every 3 months			•
Monthly Static FBML box (customized HTML section of your page)			•

FACEBOOK PACKAGE FEATURES

[www.careerbuildergovernmentolutions.com](http://www.careerbuildergovernmentolutions.com)

Please contact us at [cbgs@careerbuilder.com](mailto:cbgs@careerbuilder.com) or 202.652.2831 to find your most convenient procurement option.

**careerbuilder**  
Government Solutions, LLC 