

ClearanceJobs Webinar Master Class

PROFILE STATUS UPDATES

Getting your hiring messages and branding in front of cleared professionals



Evan Lesser

President and Founder
evan@clearancejobs.com



The Most Candidates

Online since 2002, we have the largest database of cleared professionals available anywhere – over 1.6m.



The Most Cleared Jobs

Cleared pros know us as the destination for opportunity, with over 65,000 jobs, 2,100 employers and growing.



The Widest Cleared Reach

We talk to cleared pros daily via our giant social media following, massive email list, and deep industry presence.



The Best Technology

Unparalleled recruiting, pipelining, outreach, marketing, and engagement tools for maximum ROI.

ClearanceJobs Webinar Master Class

PROFILE STATUS UPDATES

Getting your hiring messages and branding in front of cleared professionals



Evan Lesser

President and Founder
evan@clearancejobs.com



The Most Candidates

Online since 2002, we have
the largest database of
cleared professionals available
anywhere – over 1.6m.



The Most Cleared Jobs

Cleared pros know us as the
destination for opportunity,
with over 65,000 jobs, 2,100
employers and growing.



The Widest Cleared Reach

We talk to cleared pros daily
via our giant social media
following, massive email list,
and deep industry presence.



The Best Technology

Unparalleled recruiting,
pipelining, outreach,
marketing, and engagement
tools for maximum ROI.

ClearanceJobs Webinar Master Class

PROFILE STATUS UPDATES

Getting your hiring messages and branding in front of cleared professionals



Evan Lesser

President and Founder
evan@clearancejobs.com



The Most Candidates

Online since 2002, we have the largest database of cleared professionals available anywhere – over 1.6m.



The Most Cleared Jobs

Cleared pros know us as the destination for opportunity, with over 65,000 jobs, 2,100 employers and growing.



The Widest Cleared Reach

We talk to cleared pros daily via our giant social media following, massive email list, and deep industry presence.



The Best Technology

Unparalleled recruiting, pipelining, outreach, marketing, and engagement tools for maximum ROI.

Getting to Know Status Updates

In the ClearanceJobs ecosystem, Status Updates are powerful bits of user-generated content that employers can utilize to successfully reach the cleared community.

From photos and videos, to text and events, to links, GIFs, and Tweets, Status Updates are shared with candidates in real-time and expand your visibility.

Best of all, ClearanceJobs allows for unlimited Status Updates and full personal control over their creation.

Status Updates 101

WHAT

User-generated content that is shared with cleared professionals, including:



Text

Links

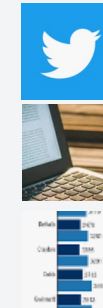
Events



Videos

Photos

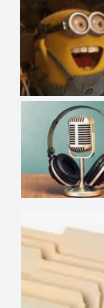
Jobs



Tweets

Articles

Polls



Animated GIFs

Podcasts

Files

WHY

To spread messages, build brand, gain candidate trust, generate leads, and engage candidates

HOW

Created from your ClearanceJobs Profile and seen by candidates in real-time

Getting to Know Status Updates

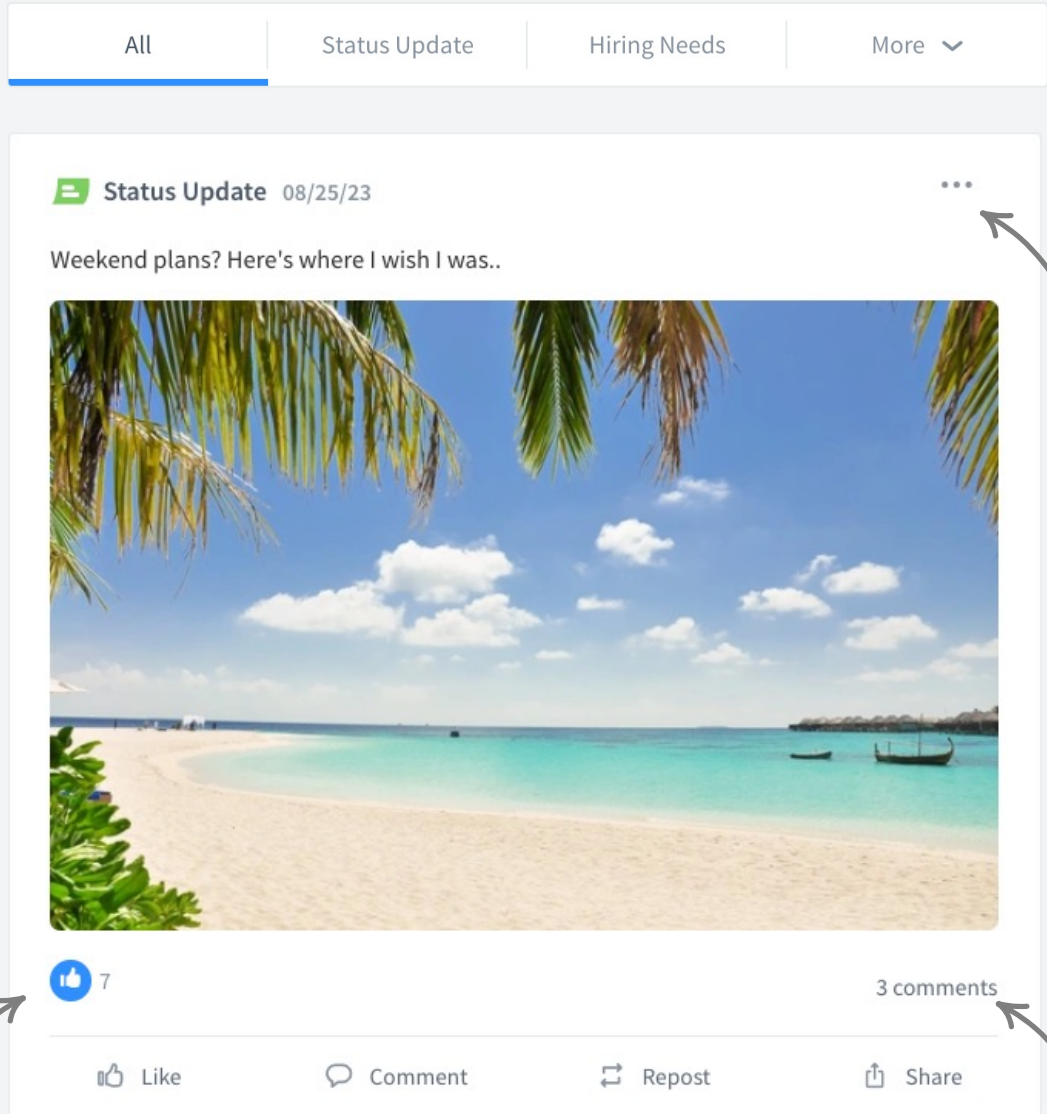
In the ClearanceJobs ecosystem, Status Updates are powerful bits of user-generated content that employers can utilize to successfully reach the cleared community.

From photos and videos, to text and events, to links, GIFs, and Tweets, Status Updates are shared with candidates in real-time and expand your visibility.

Best of all, ClearanceJobs allows for unlimited Status Updates and full personal control over their creation.

Click filters to see categories of updates

Click Like symbol to review engaged candidates



Click ... to see more actions

Click to view candidate comments and engage

Why You Need Status Updates

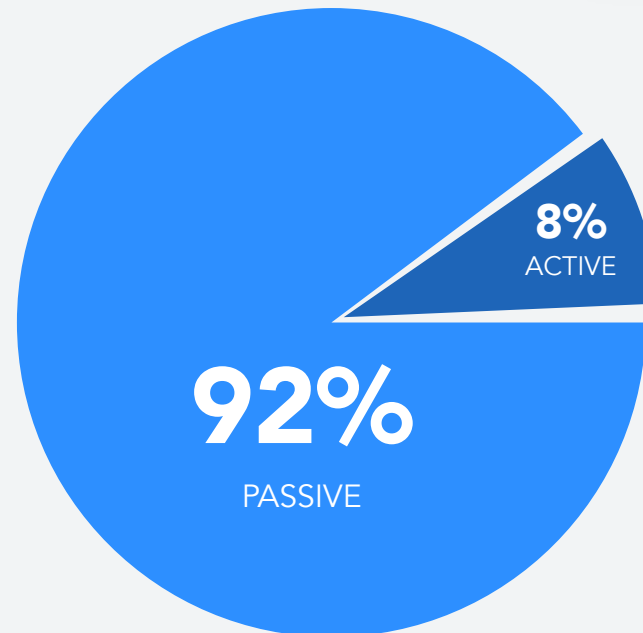
With most security-cleared candidates being happily employed, fairly paid, and knowing they're in demand, sending job announcements simply won't get their attention.

Luckily, while most cleared professionals already have jobs, they are mostly willing to listen to your messages and network with those people responsible for hiring.

Status Updates are the best way to communicate your employment brand and messages to prospective candidates.

FACT #1

Most cleared candidates already have jobs



Cleared Workers by Job Status

- About 92% of cleared professionals are **employed**
- Only 8% are **actively** job-seeking in this marketplace
- **Most** of the candidates you talk to will be **happily employed**



Why You Need Status Updates

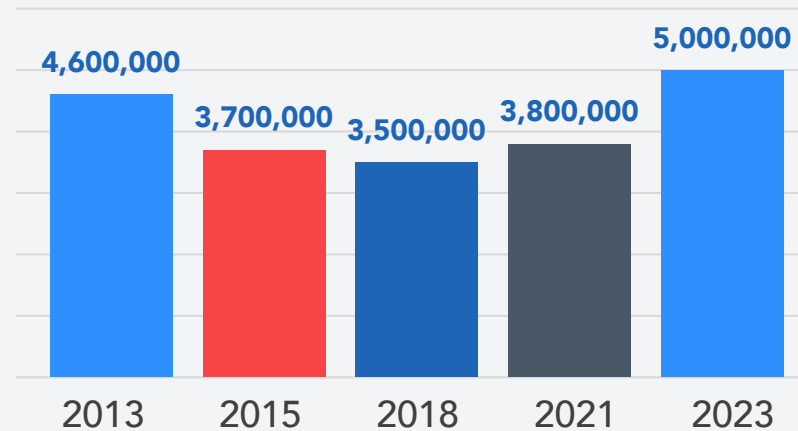
With most security-cleared candidates being happily employed, fairly paid, and knowing they're in demand, sending job announcements simply won't get their attention.

Luckily, while most cleared professionals already have jobs, they are mostly willing to listen to your messages and network with those people responsible for hiring.

Status Updates are the best way to communicate your employment brand and messages to prospective candidates.

FACT #2

Cleared candidates are in high demand



Total Number of Cleared People

- The total cleared candidate pool continues to **shrink**
- Candidates are getting **frequent touches** from recruiters
- Candidates **know** they are in demand



Why You Need Status Updates

With most security-cleared candidates being happily employed, fairly paid, and knowing they're in demand, sending job announcements simply won't get their attention.

Luckily, while most cleared professionals already have jobs, they are mostly willing to listen to your messages and network with those people responsible for hiring.

Status Updates are the best way to communicate your employment brand and messages to prospective candidates.

FACT #3

Top 50 Methods of Candidate Engagement



1) Videos



2) Photos



3) Events



4) Questions/Polls



48) Carrier Pigeon



49) Singing Telegram



50) Job Announcements

Job announcements are *ineffective* for grabbing attention

- Job announcements are the **most frequently used** engagement method
- With 92% of candidates employed, job announcements are **wholly ineffective** for attracting candidate attention
- 51% of recruiters say their top pain point is getting candidates to engage

Why You Need Status Updates

With most security-cleared candidates being happily employed, fairly paid, and knowing they're in demand, sending job announcements simply won't get their attention.

Luckily, while most cleared professionals already have jobs, they are mostly willing to listen to your messages and network with those people responsible for hiring.

Status Updates are the best way to communicate your employment brand and messages to prospective candidates.

FACT #4

Multi-touch marketing is the best way to engage candidates

What

- Multi-touch marketing uses **multiple methods** of communication **over time** to deliver your messages to candidates

How

- Keep messages **consistent**, deliver using **many delivery formats**, know that **multiple touches** are required to engage a candidate

Why

- Increases **brand awareness**, keeps you **top** in candidates' minds, builds **trust**, **warms candidates** for eventual job announcements

Text Status Updates

The most simple (and easy) type of Status Update, Text updates allow employers to get messaging to cleared professionals in short fashion.



Tired of your commute? Our new office is steps away from the Courthouse Metro station!



Characters left 164

POST UPDATE

 Status Update 02/18/19

...  0

Hi folks - hope you're having a good Presidents' Day!

Content Ideas

Ask questions to get insightful responses from candidates

"What's your must-have employment benefit?"

"What's the one tool you use daily you couldn't work without?"

"What book are you currently reading, and why?"

Everything is potentially newsworthy or a conversation-starter

- *Recent company news*
- *Contract wins*
- *Company press releases*
- *Company awards or honors*
- *Articles you've read*
- *Sports, politics, movies, or art*
- *Restaurant reviews*
- *Humor or life musings*

Photo Status Updates

A solid way to attract candidates' attention, Images can be included with any text to add visual interest. Upload from your computer or phone.



Tired of your commute? Our new office is steps away from the Courthouse Metro station!



Characters left 164

POST UPDATE

Content Ideas

Turn any text status update into a photo status update

- *Hiring Event – Include photo with text details*



- *Benefits – Include photo with text details*



Animated GIF Status Updates

A solid way to attract candidates' attention, Images can be included with any text to add visual interest. Upload from your computer or phone.



Tired of your commute? Our new office is steps away from the Courthouse Metro station!





Characters left 164

POST UPDATE

Content Ideas

GIFs uploaded to your Status Updates will animate automatically. Candidates will see the animation without having to click.

There are many free online tools to create animated GIFs from existing photos or videos:

- <https://ezgif.com/video-to-gif>
- <https://giphy.com/create/gifmaker>

Find and download millions of eye-catching GIFs:

- <https://giphy.com/>
- <https://tenor.com/search/free-gifs>

Link/URL Status Updates

Link cleared professionals to any URL of your choice. Just copy and paste, and a preview will be automatically created. The possibilities are virtually endless.



Really interesting new podcast! A chat with a real Soviet spy, Jack Barsky.



The Making of a KGB Spy: A Conversation with Jack Barsky (Part I)

soundcloud.com



Characters left 175

POST UPDATE

Content Ideas

Every link is potentially newsworthy or a conversation-starter

- [Company mentions in articles](#)
- [Info on recent contract wins](#)
- [Company press releases](#)
- [Company awards or honors](#)
- [Articles you've read](#)
- [Job postings](#)
- [Company social media presence](#)
- [Online photos or videos](#)
- [Event registration pages](#)
- [Maps or locations](#)



Fort Meade Job Fair

www.flickr.com



Boeing, Australian Space Agency Commit to Future Collaboration

boeing.mediaroom.com



The Pentagon Wants to Streamline Security Clearances by Using AI. That's a Dangerous Idea.

www.justsecurity.org



Northrop Grumman Corporation

www.facebook.com



Events Status Updates

This specialized Status Update allows for precise scheduling and an external link to your event's registration or landing page. Events display uniquely and can be filtered by interested candidates.

New Event

NAME *

Defense Solutions Spring Open House

STARTING *ENDING *

04/23/2019 5:00 PM04/23/2019 8:00 PM

LINK TO EVENT *

https://www.dsi.com/events/spring-2019.html

SHARE EVENT

CLEARED AT FT MEADE ×CLEARED IN DC METRO ×

CancelCREATE NEW EVENT +

New Event 03/18/19

APR 17

Ft Meade Career Fair

Apr 17, 2019 03:00 pm

Tips and Best Practices

All company events are great content for cleared professionals to see

- *Job fairs your company is attending*
- *Company open houses and hiring events*
- *Casual outings, meet-and-greets*
- *Company weekend events*
- *Webinars, virtual career fairs, and other online events*

Smart Ideas

- *Events can be shared with ClearanceJobs Groups as you post them to your Status Update*
- *Ensure your event name is descriptive and interesting*
- *View event Likes and invite candidates personally*

Articles Status Updates

Articles are a smart way to engage cleared pros and generate interest in you and your company. Use articles as an opportunity to spread useful information and change candidates' perceptions.



Cleared Professionals: Is it time to fully get off LinkedIn? What do you think?



LinkedIn is becoming China's go-to platform for recruiting foreign spies - CyberScoop
www.cyberscoop.com



Characters left 171 POST UPDATE

 Status Update 03/29/19 ...  1

Cleared Professionals: Is it time to fully get off LinkedIn? What do you think?



LinkedIn is becoming China's go-to platform for recruiting foreign spies -...
www.cyberscoop.com

Tips and Best Practices

Post articles and ask candidates their thoughts

"New article on cybersecurity certifications. Which one do you have?"

"Check out this article on company benefits. What is your 'must-have' benefit?"

"Cleared pros: Getting paid what you're worth? Read this article and let me know!"

"Great new article on up-and-coming city: Detroit! Would you move there for a great job?"

Review candidate Likes and engage further

 25 Likes ×



Michael Mather
Sr. Lead Information Security System Engineer/Analyst SME
Manassas, VA

Hiring Needs Status Updates

This specialized Status Update allows for bite-sized job announcements plus an external link to a full posting. Hiring Needs display uniquely and can be filtered by interested candidates.

New Hiring Need

URGENCY *

 Hiring Now ▼

DESCRIPTION *

Our friends at MIRACORP need Admin Pros at the FBI - interested?

Characters left 1

LINK TO JOB OPPORTUNITY

https://www.clearancejobs.com/jobs/3123834/administrative-assistant-fbi

[Cancel](#) [CREATE HIRING NEED +](#)

Hiring Needs now

 **Hiring Now**

Our friends at MIRACORP need Admin Pros at the FBI - interested?

[View job opportunity](#) 



Current Need



Ongoing Need



Future Need

Tips and Best Practices

Play on perks

"\$10k SIGN BONUS! Cybersecurity Analysts in demand in sunny Tampa!"

"Does your employer offer free gourmet lunch daily? We do!"

Play on certifications

"Put your CISSP to WORK! Certified cyber pros earn top dollar in CA"

Play on emotions

"In a dead end job? Come work for 'DC Mag's Top Workplace 2018'!"

"Feeling like just a number? Security Guards – join our family"

Play on locations

"Escape the cold and join top Elec Engineers on the Gulf Coast"

Tweets Status Updates

This specialized Status Update automatically pulls in Tweets from a Twitter account of your choosing – no work required. Tweets display uniquely and can be filtered by interested candidates.

Edit Profile

JOB TITLE

Founder and President

WORK LOCATION

 Washington, DC

TWITTER USERNAME

 morerlesser

[Cancel](#)

SAVE CHANGES ✓

Tweet 03/06/19

 0

**morerlesser**

 RT @NCSCgov: 3 Major Security Clearance Problems That Are About to Be Solved <https://t.co/GPHqkZfsfl> via @ClearanceJobs

Tips and Best Practices

Top ideas for compelling and engaging Tweets

- 1) *Keep it short – Concise Tweets make a bigger impact*
- 2) *Keep it succinct – Focus on one message rather than multiple things*
- 3) *Incorporate relevant hashtags – Hashtags are useful additions*
- 4) *Retweets show connectivity - Echo prominent media and thought leaders*

To change your handle

- 1) *From your profile, click Edit Profile at the top right*
- 2) *Enter your Twitter username and click Save Changes*
- 3) *Updated profile may take a few minutes to display*

Video Status Updates

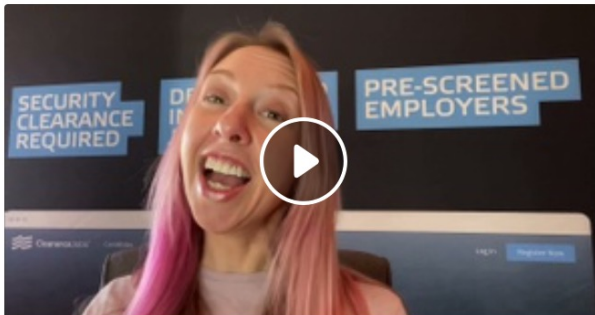


Engage candidates for extended periods with a medium that is tailor-made for millennials. Upload a video from your phone or computer, or copy and paste a video URL already uploaded to YouTube or Vimeo to share.

 Status Update 03/31/21



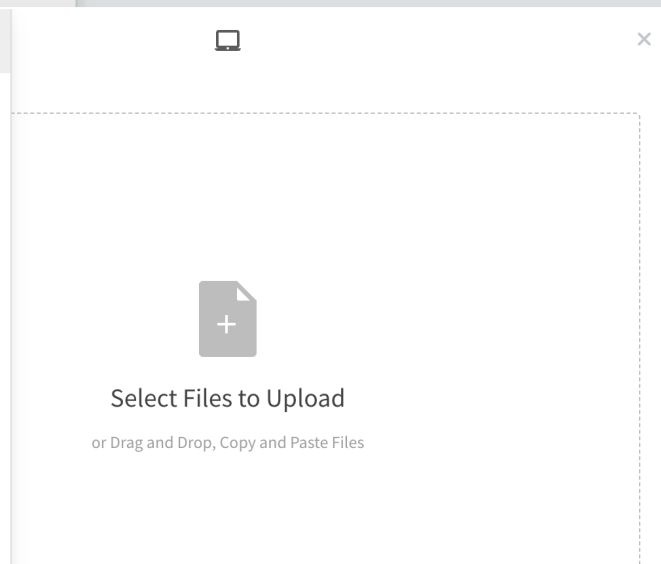
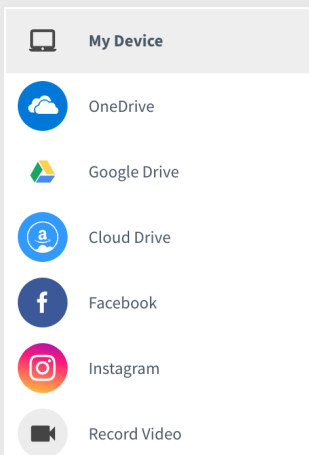
Got a DOD clearance? You're probably being evaluated. Continuously, in fact!



How Can I Tell if I'm Under Continuous Evaluation?

With the official transition from JPAS to DISS, Department of Defense security clearance holders...

www.youtube.com



Tips and Best Practices

Get your videos hosted

1. [Open ClearanceJobs](#)
2. [Click on the Camera icon](#)
3. [Click Record Video](#)

Or **upload** your video to ClearanceJobs from your computer, phone, tablet, cloud storage, or social media.

Ideas for engaging video content

- [Interviews with employees](#)
- [Information on hiring process](#)
- [Office tours](#)
- [Work/life balance examples](#)
- [Team outings](#)
- [Video job announcements](#)

Filters

All

Status Updates

Hiring Needs

Group Messages

More ▾

Status Updates on Candidate Pulse

Brand new to ClearanceJobs, candidate Pulse is an integrated news feed of content you create, and presented to cleared professionals immediately upon login.

Candidates use Pulse as a launching point to learn more about you, your company, your hiring needs, your company culture, and much more.

Each Hiring Need can be “Liked” by candidates – sending you a signal that they’ve seen your content.

Pulse is why your Status Updates are now more important and effective than ever before.

Pulse - Updates From Your Connections


Evan Lesser

ClearanceJobs

Status Update • 19 h



Why do veterans choose Microsoft for a post-transition career? Check out the video!


Kelly Sobilo

American Systems Corporation

Status Update • 2 days



Hiring for multiple positions supporting the NASA AFRC at Edwards AFB!


Jim Smith

Booz Allen Hamilton

Status Update • 2 days



Join us April 17th from 5-9PM at the 304 NBP iHub for our Super Smash Brothers Tournament. Network and have some fun!!<https://dy.si/RsY7m>


Central Maryland Super Smash

Trending Article

CAREER ADVICE

How to Prepare

Lindy Kyzer • 2 h

INTELLIGENCE

Criminal Leaks o

Surge in Recent

Lindy Kyzer • 2 h

DEFENSE CONTRACTS

Navy Allocates \$

Grumman Aeros

Hawkeye

Caroline D'Agati •

Blog Posts for You

Pilot Program to

Online User Acti

Security Clearance

Personnel Secur

Clinicians to Ad

Adjudication • M

Original Status Update



Rich McConnell

Noblis

Status Update • 2 days



We are GROWING in San Diego!!!

Noblis | Science, Technology and Strategy Solutions for the Federal Government | Noblis
jobs-noblis.icims.com

Improved Status Update



Rich McConnell

Noblis

Status Update • 2 days



Did you know the average yearly temp in San Diego is a wonderful 70 degrees?

Noblis is growing, growing, GROWING in sunny San Diego! Thinking of a new job? Come to the city that produces the most avocados in the USA!



Noblis | Science, Technology and Strategy Solutions for the Federal Government | Noblis
jobs-noblis.icims.com

Original Status Update



Yama Niaz

Coverent

Status Update • 2 days



1

Hi I am looking for Data Scientists that would be willing to work in the Mclean, Virginia area. Please feel free to reach out to me with any questions!

Improved Status Update



Yama Niaz

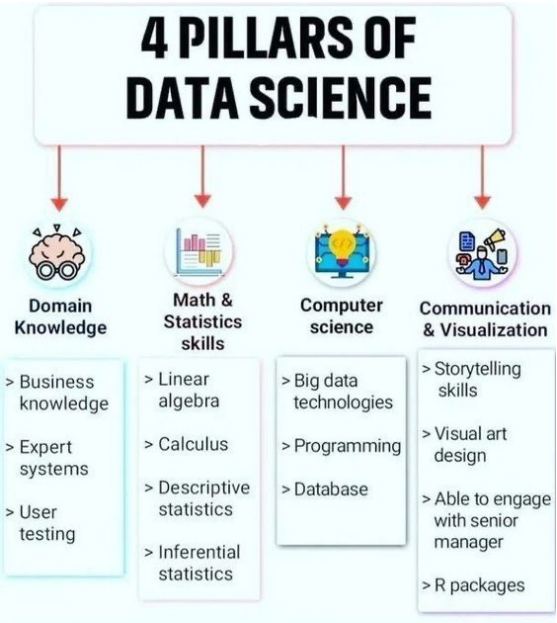
Coverent

Status Update • 2 days



1

So much of Data Science is all about making informed predictions. My data tells me that many Data Scientists here on ClearanceJobs are looking for new opportunities! Connect with me and let's chat!



Original Status Update



Joshua Baggett

Lockheed Martin

Status Update • 2 days

Principal Software Engineer to be located in Annapolis Junction, MD.
Java/Springboot and AWS experience preferred.

Software Engineer (Skill Level 3) | Lockheed Martin

Job Details: -Bachelors degree in an engineering/technical discipline from an accredited college in a related discipline, o

sjobs.brassring.com

1

Improved Status Update



Joshua Baggett

Lockheed Martin

Status Update • 2 days

Do the terms Springboot, Cloud, and Kubernetes get you excited? Is Docker, Git, and Python part of your daily work? Let's chat! AMAZING opportunity in Annapolis Junction, MD with Lockheed.



Software Engineer (Skill Level 3) | Lockheed Martin

Job Details: -Bachelors degree in an engineering/technical discipline from an accredited college in a related discipline, o

sjobs.brassring.com

1

Original Status Update



Shannon Glenn

Peraton

Status Update • May 30



Please join us for Peraton's NEXTGEN Analyst Kickoff and Networking Event on Thursday 6/1 from 4-7pm at Peraton's office located at 2691 Technology Drive, Annapolis Junction, MD. RSVP-sglenn@peraton.com

Improved Status Update



Shannon Glenn

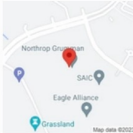
Peraton

Status Update • May 30



You're Invited! Please join us for Peraton's NEXTGEN Analyst Kickoff and Networking Event on Thursday 6/1 from 4-7pm at Peraton's office located at 2691 Technology Drive, Annapolis Junction, MD. RSVP-sglenn@peraton.com





2691 Technology Dr • 2691 Technology Dr,
Annapolis Junction, MD 20701
Building
www.google.com

×