

July 18, 2016

DIRECTIVE:	JOB CORPS PROGRAM INSTRUCTION NOTICE NO. 16-05
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TO: ALL JOB CORPS NATIONAL OFFICE STAFF
ALL JOB CORPS REGIONAL OFFICE STAFF
ALL JOB CORPS CENTER DIRECTORS
ALL JOB CORPS CENTER OPERATORS
ALL NATIONAL TRAINING AND SUPPORT CONTRACTORS
ALL OUTREACH, ADMISSIONS, AND CTS CONTRACTORS

FROM: LENITA JACOBS-SIMMONS
National Director
Office of Job Corps

SUBJECT: Job Corps Instagram Account

1. Purpose. To announce the launch of Job Corps' Instagram account.
2. Background. With approval from the Department of Labor's Office of Public Affairs, Job Corps recently launched its official Instagram page. Job Corps' presence on this photo- and video-sharing platform will enhance the program's national brand and expand on Job Corps' Facebook and YouTube presences, providing further opportunities on social media for outreach.

The Instagram page will feature high-quality photo and video content related to Job Corps' education and training pathways, including student success stories, center news, service projects, and special events. Centers may submit suggested content (high-quality photos and videos, and descriptive information) for Job Corps' Instagram page by e-mailing jcinstagram@mpf.com.

All Job Corps staff members are urged to direct potential students, current students, influencers, community partners, and employer networks to Job Corps' Instagram page:

- **Outreach and Admissions Counselors** are encouraged to share the channel with potential students and their parents, community groups, or other influencers as a resource for additional program information, and to share snapshots of students' and graduates' Job Corps experiences.
- **Career transition services specialists** are asked to encourage students, graduates, and employers to view and "like" the posted photos and videos.

- **Center staff members, as appropriate (work-based learning coordinators and other liaison staff)**, are encouraged to share the page with community leaders, employer partners, and Industry Council members to provide them with additional information about Job Corps.
- **All Job Corps staff members** are encouraged to share it with appropriate contacts within their networks.

As part of making use of resources available on the Web, staff members are encouraged to add Instagram, as appropriate.

Under the direction of the U.S. Department of Labor, MP&F Public Relations will manage the Instagram page for Job Corps.

3. Reference. Users access Instagram primarily from their mobile devices via the Instagram mobile app, and the Job Corps page can be accessed by entering @doljobcorps in the search box on the Instagram mobile app. However, those who wish to view the channel on a desktop computer can copy the link www.instagram.com/DOLJobCorps and paste it into an Internet browser outside of the Citrix system. Job Corps' existing digital media presences on Facebook and YouTube can be found at www.facebook.com/DOLJobCorps and www.youtube.com/DOLJobCorps.

4. Action. Addressees are to ensure this Information Notice is distributed to all appropriate staff.

5. Expiration. Until superseded.

6. Inquiries. Inquiries should be directed to Andrea Kyle Bobrik at (202) 693-3008 or kyle.andrea@dol.gov.