

Queensland Government 2019 IT Graduate Program

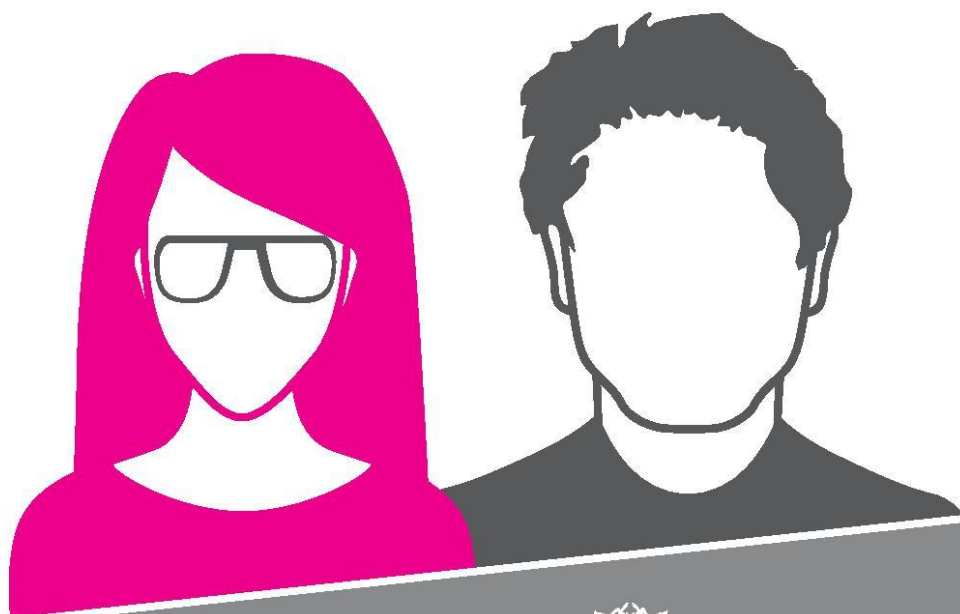
Social Media Campaign

Queensland Government
IT Graduate Program

Apply by
23 July 2018

UNLEASH YOUR POTENTIAL

Have you got what I.T. takes?



Queensland
Government



Queensland
Government

Queensland Government 2019 IT Grad Program

The Queensland Government IT Grad Program is back, with an application campaign “Unleash Your Potential” beginning on Monday 02 July 2018 and running for three weeks. Graduate applications close at 5pm Monday 23 July 2018.

Approach

Facebook

A facebook social media campaign will be engaged from Monday 02 July to Monday 23 2018 to accommodate the application process.

A budget of \$1137 has been allocated to 2 x social media advertisements via the Digital Queensland Facebook page as follows:

- 1 x video advertisement
- 1 x “Domain” picture advertisement

Each advertisement will promote a “call-to-action” link to the [How to Apply Page](#) of the Queensland Government IT Graduate Program website.

Additional to paid advertising, two Facebook posts will be engaged on the Advance Queensland Facebook Page. We will engage partner agencies social media channels to share to these posts for organic purposes.

LinkedIn

Organic Post to be utilised on the Department of Housing and Public Works LinkedIn Page to engage professional audience and job seekers.

Targeting approach

The “interests” below will assist with the Facebook advertising campaign in allowing the ads to optimize among the targeted demographic of graduates.

Facebook pages (industry providers e.g. job boards and associations):

GradConnection

GradAustralia

The Big Meet (Career fairs and facebook page)

Graduate Opportunities

University facebook pages:

QUT

Griffith University

The University of Queensland - UQ

Bond University


JCU: James Cook University Australia





University of the Sunshine Coast

CQUniversity Australia

University of Southern Queensland

Advertisements and Timings

Ad Type and date	Content	Sample
Facebook Paid Advertising		
Video Ad – 35 seconds Dates 02 July 2018 to 23 July 2018	Ready to unleash your digital potential after university? 📱💻 Apply now for the 2019 Queensland Government IT Graduate Program. 🖱️ Make your mark on our responsive and digital future. Open to 2017 & 2018 graduates. 🎓🎓 Applications close July 23. 📧 #QLDITgrads	

<p>Domain Ad Dates 02 July 2018 to 23 July 2018</p>	<p>Ready to unleash your potential and make your mark on our responsive digital future? 📱💻 Apply now for the 2019 Queensland Government Program IT Grad Program. 🖱️ Open to 2017 & 2018 graduates. 🎓🎓</p>	
<p>Organic Post 02 July 2018</p>	<p>The 2019 Queensland Government Program IT Grad Program offers digital business and technical roles. 📱🎓🎓 Applications are open for roles beginning next year – closing 23 July 2018. Tag a graduate who can make their mark on our responsive digital future.</p>	
<p>Organic Post 20 July 2018</p>	<p>There's just three days to go before the closing date for the 2019 Queensland Government IT Grad Program. 🕒📱💻 IT Grad Program offers digital business and technical roles beginning in February 2019. 🎓🎓 Have you got what I.T. takes? Applications close Monday, July 23 2018.</p>	
<p>LinkedIn</p>	<p>The 2019 Queensland Government IT Grad Program offers digital business and technical roles to graduates. Applications are now being accepted from 2017 graduates and those graduating in 2018. The program provides a two-year contract with a Queensland Government agency, an interactive learning program, networking opportunities across the government, mentoring and support. Applications close 23 July 2018. To apply go to https://www.qgcio.qld.gov.au/services/it-graduate-program/how-to-apply</p>	

Results

TBC via analytics reports as the campaign progresses.