

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER



ERIC GARCETTI
MAYOR

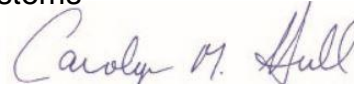
**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

DATE: February 24, 2021

TO: YouthSource and BusinessSource Systems

FROM: Carolyn M. Hull, General Manager
Economic and Workforce Development Department



**SUBJECT: EWDD INFORMATION BULLETIN 21-10
FACEBOOK CAREER CONNECTIONS OPPORTUNITY**

EFFECTIVE DATE

This information bulletin is effective upon the date of issuance.

PURPOSE

The purpose of this information bulletin is to guide the Economic and Workforce Development Department providers on the Career Connections opportunities offered through Facebook.

BACKGROUND

Career Connections is a Facebook initiative that creates jobs, trains job seekers, and empowers local economies. Facebook equips underserved jobseekers with 21st-century skills and connects them to Digital Marketing careers across the US. With a specific focus on underserved communities, Facebook will partner with the City of Los Angeles to amplify the online presence of small businesses, while launching the careers of jobseekers.

To recover and continue to grow, every business should have the opportunity to enhance and contribute to their community. Facebook aims to help businesses do this by connecting them to motivated job seekers, who will take your social media and digital marketing presence to the next level. Facebook is prepared to provide dedicated resources to Employer Partners, including \$500 in Facebook + Instagram ad credits, access to exclusive training, online recognition, and much more.

EWDD CONTACTS and ADDITIONAL INFORMATION

For YouthSource Center providers interested in the Facebook Career Connection training and internships for jobseekers, but who were unable to attend today's Virtual Internship Opportunities for the Youth System meeting via Zoom, please refer to Attachment 1.

If additional information is needed from YouthSource Center providers, please contact Makeda Vela at Makeda.Vela@lacity.org.

For BusinessSource Center providers interested in the Facebook Career Connection for Business, please refer to Attachment 2. If additional information is needed from BusinessSource Center providers, please contact Rosa Penaloza at Rosa.Penaloza@lacity.org.

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Attachments: 1. Career Connections Flyer for Job Seekers
2. Career Connections Flyer for Businesses