



TO: Mayor Linda Gorton
Urban County Council

FROM: Stacey Dimon, Information Officer Supervisor
Office of Public Information | Government Communications

DATE: July 1, 2025

SUBJECT: LinkedIn advertising services to promote open positions for the LFUCG

Request Council authorization to execute an agreement with LinkedIn advertising services to promote open positions with LFUCG at an annual cost of \$19,575. Funds are included in FY2026.

The Office of Public Information needs this action for the renewal of the annual contract with LinkedIn. LinkedIn is a top resource for sharing LFUCG job opportunities to potential employees. The platform targets and shares our positions with job seekers who have the relevant skills for the positions we have open. From July 1, 2024, through May 31, 2025, we advertised 110 jobs on the platform, reaching 27,538 job seekers with matching skills needed for the positions and 2,023 of them clicked to apply.

The term of the contract is 12 months, beginning Aug. 12, 2025. The contract can only be canceled as the result of a material breach or bankruptcy.

What is the cost in this budget year and future budget year?

The cost for future FY is: FY26 - \$19,575

Are the funds budgeted? Yes, for FY26

Account number: 1101-160301-0001-75106

File Number: L0729-25

Director/Commissioner: Stacey Dimon/Glenn Brown

