



TO: Linda Gorton, Mayor
Urban County Council

FROM: Stacey Dimon,
Division of Government Communications

DATE: June 16, 2023

SUBJECT: LinkedIn advertising services to promote open positions with LFUCG

Request: Authorization to execute an agreement with LinkedIn for advertising services to promote open positions with LFUCG at an annual cost of \$17,190. Funds are included in FY2024.

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. Through May of FY 2023, we advertised 144 jobs on the platform, reaching 21,545 job seekers with matching skills needed for the positions and 981 of them clicked to apply.

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

The cost for FY 2024 is \$17,190. Funds are budgeted.

Account number: 1101-160301-0001-75106

File Number: 0666-23

Director/Commissioner: Dimon/Brown

