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## MEDIA RELEASE

Louisiana State Civil Service launches social media campaign

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Louisiana State Civil Service is pleased to announce the expansion of social media platforms as part of its rebranding efforts. The launch includes the release of the newly created “Every Day for Every Citizen – A Louisiana Pop-Up Video,” addition of Facebook and LinkedIn pages, and a logo redesign. In this endeavor, SCS continues to strive for clear communication between state government and the public, while also focusing on more positive aspects of its workforce, by creating content that is both relevant and easy to understand.

“The expansion into social media platforms will help us reach a broader audience and will allow us the opportunity to showcase the positive impacts our state employees bring to our communities,” said State Civil Service Director Byron P. Decoteau, Jr. “We believe it is incumbent to bring forward the positive faces and stories that occur behind the scenes in state government.”

The “Every Day for Every Citizen – A Louisiana Pop-Up Video” follows the morning routine of a Louisiana citizen, depicting how she encounters numerous services provided by multiple State Agencies and how those services enrich all of our lives daily. The concept emphasizes that state employees really do work hard every day, for every citizen. It will be available to view on our website and social media platforms.



***State Civil Service Mission:***

*To provide merit-based, innovative workforce solutions which enable state government to attract, develop and retain a productive, diverse and engaged workforce that excels in delivering quality services to the citizens of Louisiana.*

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