

MINISTER'S INNOVATION AWARD (SOCIAL MEDIA)



MERIT AWARD

ELEVATING AND AMPLIFYING ATCO RECRUITMENT



PROJECT TEAM



Civil Aviation Authority of Singapore

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IMPETUS FOR PROJECT

Air Traffic Control Officers (ATCOs) play a crucial role in ensuring the safety and efficiency of air traffic in our skies. The recruitment of high-calibre ATCOs who can navigate complex situations while ensuring the safety of air traffic is paramount to CAAS and Singapore aviation.

For CAAS' Air Traffic Services (ATS) and Human Resource (HR) teams, not only did they need to increase the volume of applications to meet future operational demands as air traffic demand grows, but they also needed to attract quality candidates who meet the requirements that were necessary for this highly demanding role.

A significant part of the quality challenge also stemmed from a lack of awareness about the true nature of the ATCO role.

Hence, the challenge was not only to bring in application numbers but also to bridge the gap between recruitment needs and candidates who would be a good fit for the job. From a communications perspective, there was a need to create a targeted and strategic social media campaign that would not only boost application numbers but also proactively filter for and attract individuals with the right aptitude.

Through a cross-division collaboration, we partnered with the ATS and HR divisions to leverage digital platforms to elevate and amplify the ATCO recruitment efforts. This project sought to transform the recruitment strategy from a broad-based approach to a more focused, effective campaign that prioritised both quantity and quality in ATCO recruitment.

Statement of Need:

The project addresses the **critical need to enhance the quality and quantity of applicants for the Air Traffic Control Officers (ATCO) role**. A strategic, cross-divisional collaboration was needed to leverage social media to reach the targeted talent pool. This initiative was designed to attract a greater volume of applicants while simultaneously improving candidates' quality, thereby ensuring a strong pipeline of suitable talent for CAAS's future operational demands.

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EXTENT OF INNOVATIVENESS

The project introduced a fresh and highly effective approach to long-standing recruitment challenge, moving beyond traditional methods to a dynamic, data-driven, and authentic social media campaign. Instead of relying on conventional and passive job postings, we pioneered an **in-house, full-cycle content strategy** for recruitment, complemented by an **active and targeted ad strategy**.

Tapping on social media trends

We tapped on existing social media video trends that have worked for recruitment-related posts on Instagram and TikTok, adapting them to the aviation context. For example, for the very first post, we highlighted that we were looking for “work besties” – a simple post to announce the start of the recruitment cycle. In addition, for the very last post, we delivered a simple reminder and last call for applications via a “paper airplane” – which was very much suited and relevant for our context. These short-form videos leveraged popular trends and brought our messages across in a fun and light-hearted manner, helping us catch the attention of youths and our following on social media.



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EXTENT OF INNOVATIVENESS

Leveraging in-house talents

We directly engaged our current ATCOs to be the faces of the campaign which provided a dual benefit – it was a cost-effective solution and more importantly, it delivered authentic and unscripted insights into the ATCO role. This authenticity was crucial in addressing the key challenge of candidates not being aware of what the requirements and real-life work scope of the job. For example, having actual ATCOs front our “quickfire questions” series allowed us to put across real-life answers and explanations of the role in a bite-sized manner that was easy for audiences to digest and this is also something a scripted video could never replicate, providing a genuine and candid perspective into the profession.



E.g. Explaining the different streams of ATCO and qualities required for the job

Converting feedback into content

As our strategy was dynamic and evolving, we also thought to monitor initial comments and questions received on all fronts (from social media and potential applicants etc.) to inform our next content pieces. We then translated the FAQs into content to be addressed in subsequent posts. This ensured that our content was directly addressing candidate queries and providing relevant information that they genuinely needed.

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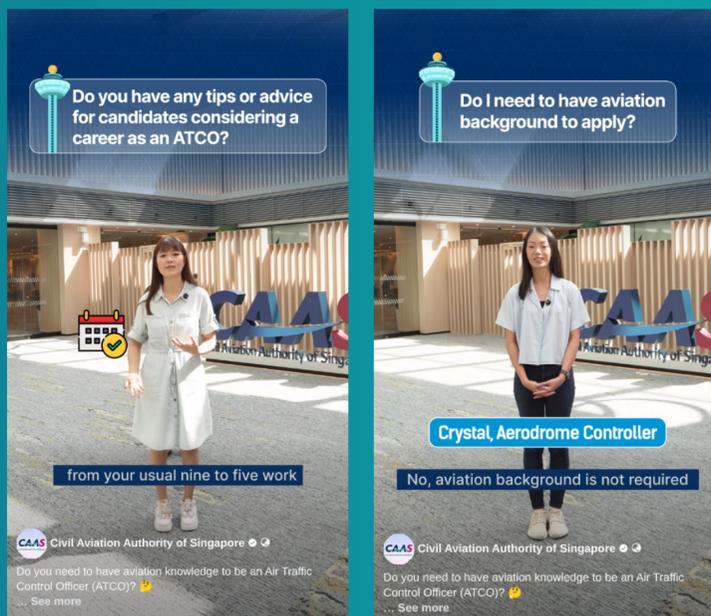


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E.g. Highlighting the shift work nature of the role and addressing queries on background requirement for the role

Active and targeted ad strategy

Instead of relying on passive LinkedIn job posting and having our content spread organically, we reviewed our usual targeting for ATCO content and implemented a highly targeted boosting strategy that focused on setting specific demographics as identified by our HR partners. This ensured that our content reached the right audience and potential candidates.

Capitalising on media interest

We further capitalised on ongoing media interest that coincided with our social media campaign, and repurposed earned media coverage to further shed light on the ATCO role and its demands. Media coverage by CNA Digital provided us a more in-depth and comprehensive perspective of a day in the life of an ATCO – in the form of a news article and video – that we could tap on to further educate potential candidates while reinforcing our call to action to apply for the ATCO opening.

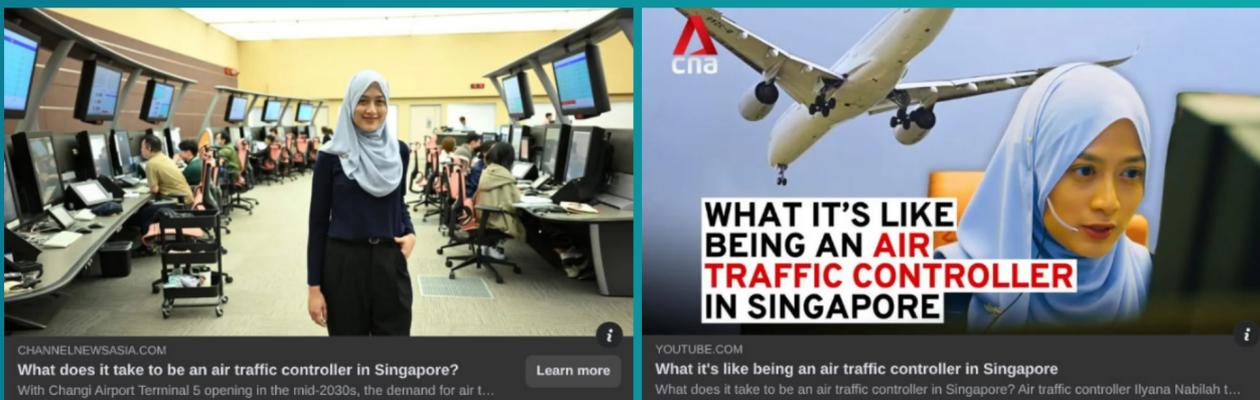
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EXTENT OF INNOVATIVENESS



In essence, the combined strategies used for this campaign presented a unique solution to a known recruitment issue by transforming the recruitment funnel from the usual passive, wide-net approach to a focused, effective campaign – all of which, to help attract a larger pool and higher calibre of candidates for a highly specialised role.

Innovation Highlights:

The project's innovative approach is defined by a multi-faceted, in-house strategy that transformed ATCO recruitment into a dynamic, authentic, and data-driven social media campaign. This integrated and adaptive approach – which combined **strategic content tailoring**, leveraging **in-house talent** for authenticity, **responsive and data-driven content creation**, and supplemented with **highly targeted outreach** and **earned media synergy** – represents a fresh and highly effective model for modern recruitment efforts.

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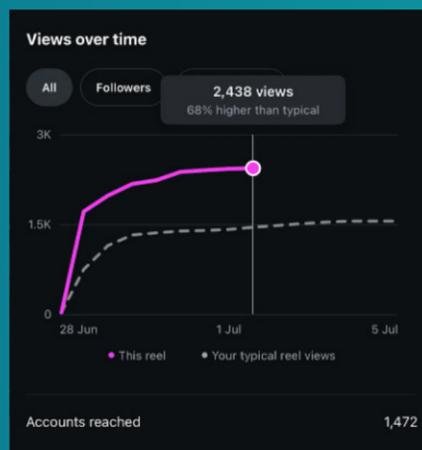
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IMPACT AND VALUE-CREATION

Social media performance

- Total reach and impressions across FB, IG and LI: 700,150
- Total views across FB, IG and LI: 798,028
- Total link clicks to ATCO application site: 12,116
- Particularly high organic engagement rate on Instagram
- Particularly high organic CTR on LinkedIn: 41% of total link clicks on LI were non-boosted
- Content generally performed well organically even before ad strategies was implemented
- Extended CAAS brand awareness as content was pushed out to more non-followers – e.g. first post alone acquired 90 new followers on IG



Shares	479
Likes	394
Saves	85
Comments	11
Accounts engaged	813
Profile activity	90
Follows	90

+2.4x higher than your other videos within 21+ days of publishing.

- ↑ **Comments**
8.9x more than your other videos
- ↑ **Shares**
3.5x more than your other videos
- ↑ **Reactions**
1.8x more than your other videos

Distribution score

How your video is performing on important metrics compared to your historical averages.

This video performs +2.4x higher on important metrics compared to your other videos
Time since sharing: 21+ days

[See details](#)

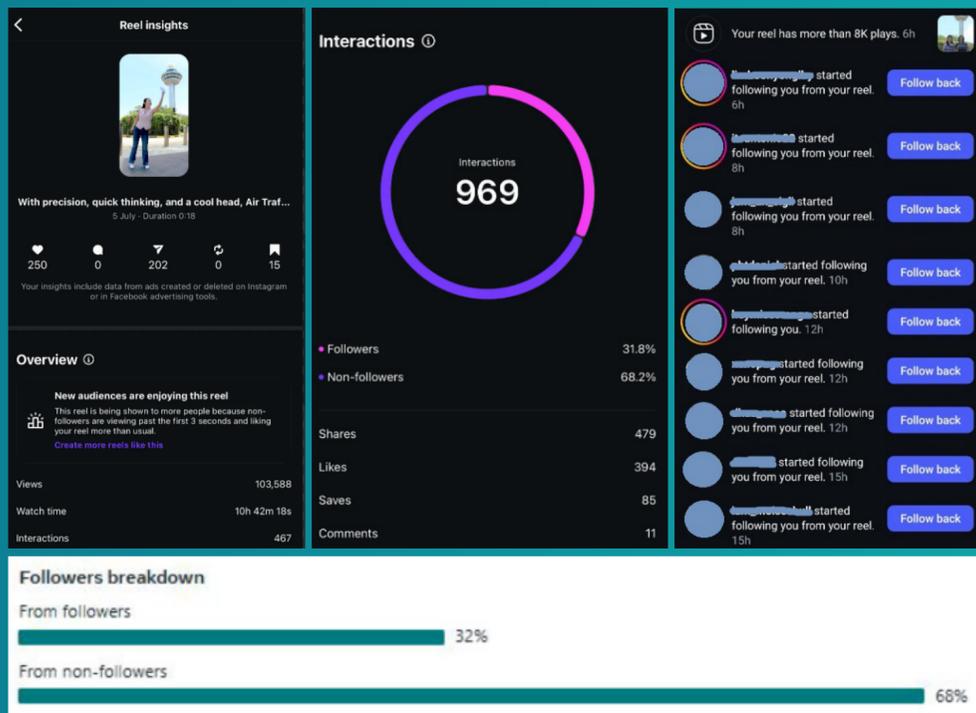
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Impact on HR recruitment

- Total ATCO applications received increased
- 112% increase in shortlisted/viable applications
- Raised awareness of CAAS ATCO role and strengthen employer branding on professional platforms like LinkedIn

Value creation for CAAS brand

The campaign enabled us to boost the CAAS brand and awareness of the ATCO role on social media channels. Through the content we pushed out, we received much interest and queries regarding the ATCO role, which in turn, gave us the opportunity to further engage with netizens.

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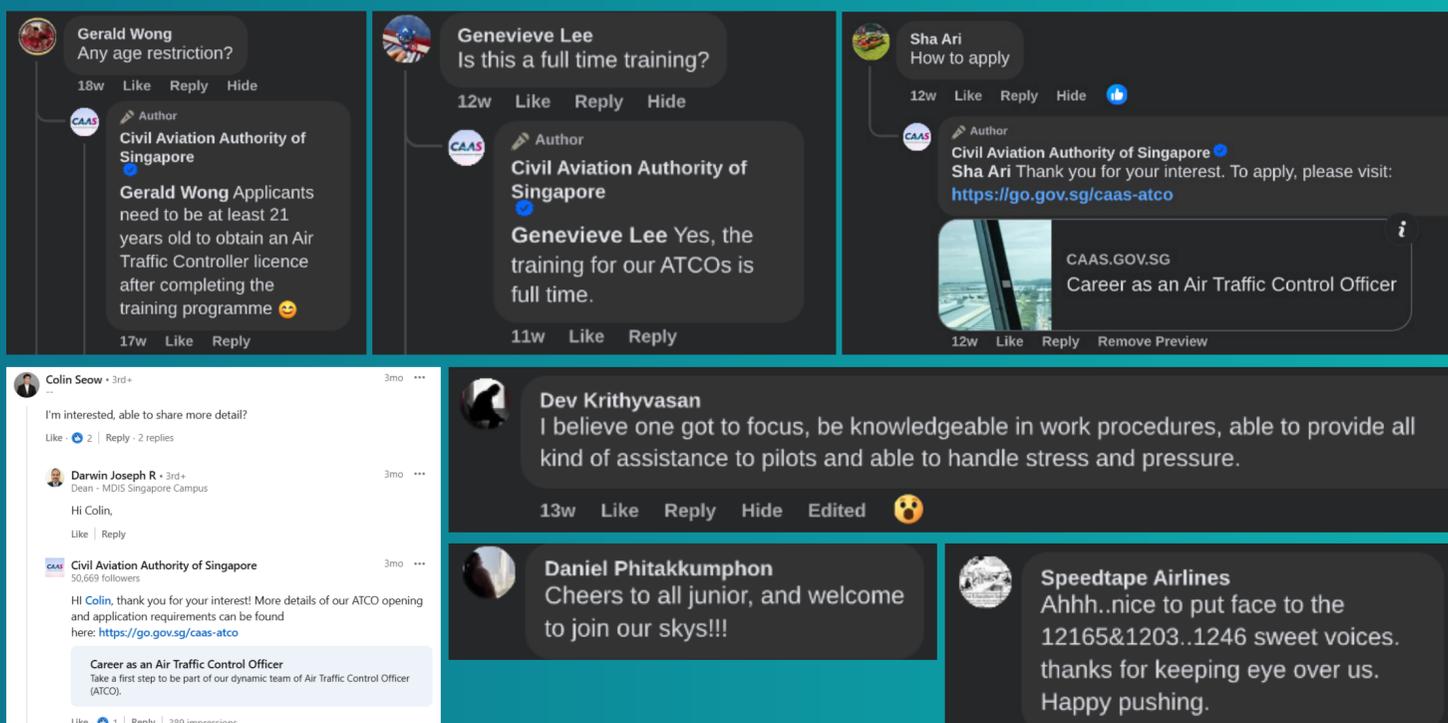


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Additionally, netizens also learned and acknowledged the demands of the ATCO role while a few shared words of support for our ATCOs.

Notably, both the content and ad strategies for this high-impact campaign were all conceived in-house and executed with the help of CAAS' social media retainer agency. Along with leveraging in-house talents and shooting content with minimal resources, the total cost of production was kept low.

Outcome:

The campaign not only boosted ATCO recruitment results and saw an increase in quality yield of candidates, but it also strengthened the CAAS brand and awareness of the ATCO role. The campaign generated over **700,000 impressions** and drove **12,116 link clicks** to the ATCO application. Our content saw particularly **high organic engagement**, demonstrating that the authentic, in-house approach resonated strongly with our target audience.

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The impact on HR recruitment was also substantial as it resulted in an increased number of overall applications and a **112% increase in viable candidates** shortlisted for pre-screening compared to the previous recruitment cycle. Furthermore, the campaign strengthened CAAS's employer brand by elevating awareness of the ATCO role on professional platforms like LinkedIn.

The project also demonstrated that a **cost-effective, in-house strategy** can generate significant results, delivering both a larger volume of applications and a significantly higher calibre of candidates for the ATCO role.

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FEASIBILITY AND SCALABILITY

The project is highly feasible given that it was executed with much efficiency by leveraging existing resources. The entire campaign was conceived and managed in-house, requiring minimal help from external agency just for production. Furthermore, leveraging current ATCOs as in-house talents eliminated the need for costly options when it comes to choosing who to front the campaign. This provided the campaign with authenticity as well. The project also relied heavily on widely accessible mainstream social media platforms and their built-in ad management systems.

This combination of an in-house team, leveraging in-house talents, and minimal production costs shows that the project is a replicable, sustainable, and highly feasible model.

In terms of scalability across various government agencies, the following core principles can be easily applied for other similar recruitment or public awareness campaigns:

- Tapping on in-house talents
- Riding on social media trends for recruitment
- Feedback/data-informed content strategy
- Targeted digital ad outreach

All in all, this project provides a clear blueprint and example of how a government agency can run a cost-effective, high-impact social media recruitment campaign, making it a viable and scalable solution far beyond our ATCO recruitment objective.

Potential of Project:

The project's feasibility is seen through the **cost-effective and in-house execution**, leveraging existing talent and resources to produce **high-impact results with minimal investment**. It transformed a traditional recruitment challenge into an authentic, data-driven, and engaging social media campaign.

The core principles of tapping on in-house talent, adapting to social media trends, and utilising a data-informed feedback loop can be easily replicated and adapted across different sectors, offering a sustainable and possible model for future recruitment outreach and engagement on social media.