

Social Media Snapshot

Social media is one of the most effective, immediate, and impactful ways we can share information and exchange real-time conversations to simultaneously advance the “Grads of Life” campaign message, your organizational mission, and close the opportunity divide. To spread the word within our communities, and more broadly, we recommend using Facebook, Twitter, and LinkedIn as primary social media channels for engagement.

Below is a brief snapshot of each social media outlet with sample language you can use, if you only have a few minutes to spare. Additional information, best practices, and sample posts are included in the following social media guidelines section to further aid you in spreading the word!

Facebook Best Practices

- Establish and use your voice around this issue
- Be concise and informative when posting

Follow “Grads of Life” on [Facebook](#)

Sample Posts

6 million talented young adults are looking for jobs. But U.S. businesses still have trouble filling more than 4 million open positions. We can solve both problems at once. Learn more at [GradsofLife.org](#).

Is your company missing out on motivated, entry-level candidates with the skills you need? Find out who they are and how you can hire them at [GradsofLife.org](#).

Twitter Best Practices

- Set the stage with creativity, interesting and timely content
- Use links (articles, statistics, etc.) to demonstrate your involvement in the larger issue/conversation

Follow “Grads of Life” on [Twitter](#)

Sample Tweets

While some businesses and organizations overlook the millions of talented young adults in search of #jobs, we’re taking a different approach: [GradsofLife.org](#) #GradsofLife.

Don’t let great talent go unnoticed. Visit [GradsofLife.org](#) to find out how #GradsofLife might be a good fit for your company.

LinkedIn Best Practices

- Share information on the “Grads of Life” campaign and position it as a resource
- Participate in the “Grads of Life” Group discussions

Follow “Grads of Life” on [LinkedIn](#)

Join the conversation in the “Grads of Life” [LinkedIn group](#)

Sample Messages

Millions of young adults in the United States – all qualified for internships, mentorships, and entry level positions - are being overlooked because they lack traditional educational credentials. Your company has an opportunity to change that and reap the benefits! [GradsofLife.org](#)

Want to learn more about a talent pool that can lead to increased retention, improved morale, and higher productivity? Learn about the “Grads of Life” [GradsofLife.org](#)