

Social Media Guidelines & Sample Content

Facebook, Twitter, and LinkedIn are among the most powerful platforms through which you, and the “Grads of Life” campaign supporters in your community, can exchange meaningful, real-time conversations.

Given the power of social media, we have provided sample messages and ideas for Facebook, Twitter, and LinkedIn posts to encourage online engagement with “Grads of Life” advocates, employers, service providers, partners, enthusiasts, and prospective participants.

Best Practices: Facebook

Follow “Grads of Life” on Facebook: [Facebook.com/GradsOfLife](https://www.facebook.com/GradsOfLife)

Establish your voice

- Be consistent and authentic; be YOU.
- Employ a conversational tone.
- Assign a community manager or team to consistently manage the page.
- Define the purpose of the community and stick with it.
- Establish transparent community guidelines.

Use monitoring to inform content

- Always begin by listening to the existing conversation.
- Identify opportunities to be current and relevant.
- Share relevant articles from third-party organizations.

Be concise

- Keep posts under 200 characters.
- Use images and calls to action to heighten engagement.

Build your audience

- “Like” similar groups, companies and organizations.
- Include a Facebook “Like” box on your website.
- Maintain your page by continually adding fresh, relevant content and being interactive/asking questions.

Amplify

- Consider advertising options to increase the reach of your Facebook messages.
- Consider the quality of “Likes” or the number of “Likes” you want to acquire. The community is only as strong as its members.
- Always optimize your ad campaign. This means testing keywords and images to see which perform the best.



Be prepared

- Define the purpose of your page and the community and remain consistent.
- Establish a protocol to include: a comment policy to outline what is allowed to be visible on the page, pre-written responses to questions that may be asked, a list of resources, and approved responses to sensitive matters.
- Create an editorial calendar that you can use to plan content that is shared on your page.

Sample Facebook 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](http://www.GradsofLife.org)<http://www.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](http://www.GradsofLife.org).
- Still haven't filled that open position at your company? Maybe you're not looking in the right place. Visit [GradsofLife.org](http://www.GradsofLife.org) to learn more about finding qualified candidates ready for internships and entry-level positions.
- 1 in 7 young adults are disconnected from the education system and mainstream economy. They have the skills and determination to succeed when given an opportunity. Find out more at [GradsofLife.org](http://www.GradsofLife.org).
- Businesses find more talent when they expand recruiting and hiring to include mentoring, school-to-work opportunities and internships. Learn more about how you can find better candidates at [GradsofLife.org](http://www.GradsofLife.org).
- There's a talent pool of 6 million skilled young adults ready to work. Learn how to find the right candidate for your business at [GradsofLife.org](http://www.GradsofLife.org).
- "Grads of Life" have talent but not the chance to put it to good use. Your company has open positions but can't find the right candidates. Find one solution for two problems at [GradsofLife.org](http://www.GradsofLife.org).
- To find candidates with rare talent, give traditional hiring practices the day off. Learn more at [GradsofLife.org](http://www.GradsofLife.org).
- Learn about a hiring resource many innovative companies already rely on. Go to [GradsofLife.org](http://www.GradsofLife.org) to learn how to find, cultivate and train a great pool of untapped talent.
- If college tuition could be paid for by grit, resilience and determination, U.S. businesses could fill more than 4 million entry-level jobs with skilled and valued employees. Learn more at [GradsofLife.org](http://www.GradsofLife.org).
- Six million young adults lack access to college and meaningful work. What they don't lack is grit, resilience, and determination. Smart employers are tapping into this enormous pool of talent to fill skilled entry-level jobs, and seeing across-the-board benefits. Learn more at [GradsofLife.org](http://www.GradsofLife.org).
- FACT: 6 million young adults who are loyal and motivated are being overlooked by employers because they lack traditional educational credentials. We're challenging other companies to join us in lowering that number. Learn more at [GradsofLife.org](http://www.GradsofLife.org).
- Millions of young adults in the United States, qualified for internships, mentorships, and entry-level positions are being overlooked by employers who need them most. Learn more about this great untapped pool of talent at [GradsofLife.org](http://www.GradsofLife.org).
- Millions of young men and women don't have traditional work histories, but do have life experiences that have taught them resilience and determination – the skills employers need most. Join us in encouraging more companies to look behind the resume and at the individual. Visit [GradsofLife.org](http://www.GradsofLife.org).
- Join us as we show more and more companies the business benefits of considering young men and women for whom life has been their classroom. Find business benefits to share, at [GradsofLife.org](http://www.GradsofLife.org).

- Every success story begins with an opportunity. We are dedicated to helping people achieve their goals! Hear from young men and women whose stories inspired us to change the way we look at job applicants: [Insert link to “Grads of Life” success stories].
- These young adults are not the talent pool you’re used to. Find out why you need them at your company: [Insert link to “Grads of Life” PSA].
- We know that motivation and loyalty are just as valuable as any degree. Join the movement to change the way companies view job applicants: GradsofLife.org
- By engaging with “Grads of Life”, businesses benefit from connecting to a largely untapped talent pool, as does the entire community by providing jobs to young people who become self-sufficient tax payers: [Insert link to “Grads of Life” PSA].
- Create a diverse workforce that reflects your customer base. Learn more about the millions of young adults who took a non-traditional path to a career and how their unique skills can help build your business: GradsofLife.org.
- Six million talented young adults are looking for jobs. But businesses are still having trouble filling more than 4 million open positions across the U.S. Help close the opportunity divide by learning more at GradsofLife.org .
- “Grads of Life” are motivated and have skills your business needs, but you may be missing out on them. Find out who they are and what they can bring to your company at GradsofLife.org.
- Still haven’t filled that open position at your company? Maybe you’re not looking in the right places. Visit GradsofLife.org to learn how to find qualified candidates ready for an internship, mentorship, or entry-level position.
- 1 in 7 young adults are disconnected from the education system and mainstream economy. They have the talent but need an opportunity. Find out more at GradsofLife.org.
- Businesses are finding more talent when they expand employment pathways to include mentoring, school-to-work partnerships and internships. Learn more about how your company can find the right candidate at GradsofLife.org.
- There’s a talent pool of 6 million skilled young adults ready to work. Learn how to find the right entry-level candidates for your business at GradsofLife.org.
- “Grads of Life” have the skills employers need but don’t have the chance to put them to good use. You have open positions at your business but can’t find the right candidates. Learn more about how you can close the opportunity divide at GradsofLife.org .
- To find a great candidate, give traditional hiring practices the day off. Learn more at GradsofLife.org
- Don’t miss out on a resource many innovative companies have already discovered. Go to GradsofLife.org to learn how to find, cultivate and train this great pool of untapped talent.
- 1 in 7 young adults are disconnected from the education system and mainstream economy. Give them an opportunity and see the benefits. Learn more at GradsofLife.org.
- Want to increase your employee retention rates? Learn how Pacific Gas & Electric achieved a 10 percent higher retention working with the “Grads of Life” <http://vimeo.com/58225752>

Best Practices: Twitter

Follow “Grads of Life” on Twitter:

Establish your voice

- Twitter is a social channel and demands a human voice.
- Assign a community manager or team to consistently manage the Twitter account.
- Be creative and willing to test different messages.
- Be brief – less than 140 characters is ideal.
- Account for picture and video URLs that will impact the number of characters available for text.

Set the stage with creativity

- Post a background or icon consistent with the campaign’s brand/message.

Use links to demonstrate your involvement in the larger conversation

- Include hyperlinks for additional information in about 25 percent of all your tweets.
- Do not be afraid to direct users to external pages in addition to your own content.

A majority of tweets, about 70 percent, should focus on building relationships with your followers

- Provide information on relevant trends and news.
- Mention activities that occurred that day.
- Ask followers to answer a question.
- Share a daily fact about the community.
- Retweet interesting content or news from followers or other influencers.
- Embed links to videos, images and infographics. Infographics are by far the most shared type of content on Twitter.
- Capitalize on real-time events. Use official event hashtags or other relevant hashtags.

The remaining 30 percent of tweets should be campaign/promotional-driven

- Share content that benefits your organization.
- Offer information about an organizational initiative or announcement.
- Share organizational intellectual property or publications.

Join the conversation

- Reply to messages, questions or ideas from followers.
- Do not “feed the trolls” – avoid engaging professional critics or troublemakers.

Build your audience

- Market your Twitter feed to your core audiences (e.g., employees and stakeholders).
- Add your Twitter handle to other assets or websites (online and off).
- Begin to follow relevant influencers.
- Above all, create content that people want to share.

Sample Tweets

- While some businesses overlook the millions of young adults in search of #jobs, we’re taking a different approach: GradsOfLife.org#GradsOfLife
- 6 million young adults are being overlooked by #employers. We’re challenging companies to change that: GradsOfLife.org

- Please RT! Join us in encouraging more companies to expand their list of quality #entryleveljob applicants: GradsOfLife.org #GradsOfLife #employmentpathways
- It's time to challenge the definition of a "qualified #job applicant" [Insert URL to ""Grads of Life"" PSA] RT if you agree! #GradsOfLife #jobs #workforcedevelopment
- Some companies are overlooking 6 million qualified young people for employment opportunities—We're not: GradsOfLife.org
- Encourage more companies to consider men and women for whom life is their classroom: GradsOfLife.org
- [WATCH] Hear from young men and women whose stories inspired us to change the way we look at #entryleveljob applicants: GradsOfLife.org
- Don't let great talent go unnoticed. Visit GradsOfLife.org to find out how #GradsOfLife might be a good fit for your company.
- #GradsOfLife have skills your business needs, but you may be missing out on them. Find out who they are at GradsOfLife.org.
- 6 million motivated young adults are ready to work. Learn more about who they are at. GradsOfLife.org #GradsOfLife
- They have the talent, you have the open positions. Learn how to make the match at GradsOfLife.org. #GradsOfLife
- Have an open position, but can't find the right candidate? Check out how to access a great pool of untapped talent at GradsOfLife.org #GradsOfLife
- You were looking for ideal resumes, when you should've looked for ideal candidates. Learn how to find them at GradsOfLife.org
- We're helping employers fill over 4 million open positions across the U.S. Find out how GradsOfLife.org #GradsOfLife
- 1 in 7 young adults are disconnected from the education system and mainstream economy. Find out why they could be your best, next employees at GradsOfLife.org .
- To find a great candidate, give traditional hiring practices the day off. Learn more at GradsOfLife.org. #GradsOfLife
- Life has taught them things no classroom could. #GradsOfLife GradsOfLife.org

Best Practices: LinkedIn

Follow “Grads of Life” on LinkedIn:

Share the “Grads of Life” campaign with your network

- Use available customization options to showcase the “Grads of Life” mission on your company pages.
- Showcase information about “Grads of Life” on your page such as videos, recent news articles and links to other social media channels.

Participate in the “Grads of Life” Group discussions

- Engage in LinkedIn Group discussions with long-form posts to launch discussions and comment on posts by others.

Engage your employees and partners

- Encourage employees from your organization to join and participate in “Grads of Life” Group
- Provide current employees with the messages in this toolkit to share information about the company among their own professional circles.

Sample LinkedIn Messages

- While many businesses overlook the millions of young adults who took a non-traditional path to success, we’re taking a different approach to employment. [GradsofLife.org](https://gradsoflife.org)
- FACT: 6 million young adults who are loyal and motivated are being overlooked by recruiters and HR representatives. We’re challenging companies to lower that number: [GradsofLife.org](https://gradsoflife.org)
- 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](https://gradsoflife.org)
- There are young men and women who didn’t follow the traditional education course, but their life experiences have taught them many qualities that some employees lack. [GradsofLife.org](https://gradsoflife.org)
- It’s time for recruiters and HR representatives to join together and change the way we look at job applicants and hiring practices. [GradsofLife.org](https://gradsoflife.org)
- Some companies are overlooking 6 MILLION individuals for employment opportunities—we’re not. [GradsofLife.org](https://gradsoflife.org)
- Every success story begins with an opportunity. We are dedicated to helping people achieve their goals! Hear from young men and women whose stories inspired us to change the way we look at job applicants: [GradsofLife.org](https://gradsoflife.org)
- We know that motivation and loyalty are just as valuable as any degree. Join the movement to change the way companies view job applicants: [GradsofLife.org](https://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](https://gradsoflife.org)