

# Social media copy: Recruitment



# Social media post copy

We have provided some examples of social media posts that you may like to use. Please feel free to amend the copy to suit your audience. You may wish to adapt the copy to suit a particular sector focus or specific requirement, such as an EA for a Special Educational Needs and Disabilities (SEND) school.

Please tag CEC in your posts so we can like and share your posts. We have showcased how you can do so in the example posts here.

Note: Twitter only permits users to post tweets with 280 characters or less (unless upgraded to Twitter Blue).

Our handles are:



Twitter: @CareerEnt



LinkedIn: The Careers & Enterprise Company

## Twitter

- **CAREERS:** Help #RewritetheStory today and support schools and colleges to shape young people's future careers. Register today to become an #EnterpriseAdviser @CareerEnt (add website URL)
- **NETWORK:** Join a network of over 4,000 Business Volunteers. Your individual experience matters and can #makeadifference to the futures of young people. Volunteer to support a local school or college today #RewritetheStory @CareerEnt (add website URL)
- **MISSION:** Join our mission to help every young person to find their best next step. You can bridge the gap between the world of work and education. Become an #EnterpriseAdviser today and help #RewritetheStory (add website URL)
- **UTILISING SKILLS:** Use your skills and knowledge to work with a local school or college to create careers opportunities for young people. Help #RewritetheStory and become an #EnterpriseAdviser (add website URL)
- **SKILLS DEVELOPMENT:** Improve your [add EA skills needed e.g., #influencing #strategicplanning #coaching #criticalthinking] skills by becoming an #EnterpriseAdviser today. Are you up for the challenge to help #RewritetheStory? @CareerEnt
- **CHANGE:** You can be part of positive change, helping to support schools and colleges to shape young people's future careers. Become an #EnterpriseAdviser today and help #RewritetheStory @CareerEnt (add website URL)
- **EXPERIENCE:** Help demystify the world of work. Share your industry experience to shape careers education in schools and colleges. Register today to become an #EnterpriseAdviser and help #RewritetheStory @CareerEnt (add website URL)
- **CHALLENGE:** Would you like to challenge yourself and try something new? Join a national network of like-minded volunteers supporting schools and colleges to deliver world class careers education. Become an #EnterpriseAdviser today and help #RewritetheStory @CareerEnt (add website URL)
- **SKILLS PIPELINE:** Are you worried about the pipeline of future skills in your sector? Use your business experience to help shape careers education to meet the future needs of industry. Have your say and become an #EnterpriseAdviser today and help #RewritetheStory (add website URL)
- **COLLABORATION:** Do you want to develop your personal and professional network? Join and collaborate with like-minded Business Volunteers to help shape young people's future careers. Register today to become an #EnterpriseAdviser and help #RewritetheStory @CareerEnt (add website URL)



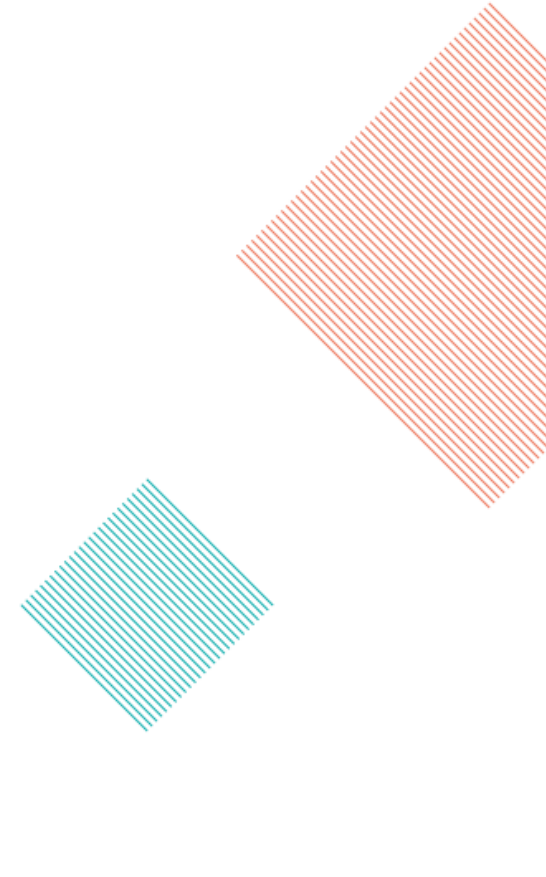
# Social media post copy

REWRITE  
THE STORY

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## Facebook/LinkedIn

- **CAREERS:** Help #RewritetheStory today and support schools and colleges to shape young people's futures. Register today to become an #EnterpriseAdviser to work with senior leaders of a local school or college to improve careers education for all their students (add website URL)
- **NETWORK:** Join a network of over 4,000 Business Volunteers. Your individual experience matters and can #makeadifference to the future of young people's careers. Volunteer to support a local school or college today to #RewritetheStory (add website URL)
- **MISSION:** You can bridge the gap between the world of work and education by creating careers opportunities for young people. Join our mission to help every young person to find their best next step. Become an #EnterpriseAdviser today to support a local school or college #RewritetheStory (add website URL)
- **UTILISING SKILLS:** Use your skills and knowledge to work with a local school or college to create better opportunities for young people. Become an #EnterpriseAdviser and help #RewritetheStory today (add website URL)
- **SKILLS DEVELOPMENT:** Improve your [add EA skills needed e.g., #influencing #strategicplanning #coaching #criticalthinking] skills by becoming an #EnterpriseAdviser today. Are you up for the challenge to help #RewritetheStory? (add website URL)
- **CHANGE:** Join a network of over 4,000 Business Volunteers. You can be part of positive change, helping to support schools and colleges to shape young people's future careers. Become an #EnterpriseAdviser today and help #RewritetheStory (add website URL)
- **EXPERIENCE:** Your individual experience matters and can #makeadifference to the futures of young people. Share your industry experience to shape careers education. Volunteer to support a local school or college today and help to #RewritetheStory for young people (add website URL)
- **CHALLENGE:** Would you like to challenge yourself and try something new? Join a national network of like-minded Business Volunteers supporting schools and colleges to deliver world class careers education. Become an #EnterpriseAdviser today and help #RewritetheStory (add website URL)
- **SKILLS PIPELINE:** Are you worried about the pipeline of future skills needed across England? Use your business experience to help shape careers education to meet the future needs of industry. Have your say and become an #EnterpriseAdviser today and help #RewritetheStory (add website URL)
- **COLLABORATION:** Do you want to develop your personal and professional network? Join and collaborate with like-minded Business Volunteers to help shape young people's future careers. Register today to become an #EnterpriseAdviser and help #RewritetheStory (add website URL)



# Social media copy: Recognition



# Social media copy

We have provided some examples of social media posts that you may like to use to thank and recognise the contribution of EAs. Please feel free to amend the copy to suit your audience. You may wish to amend the copy to suit a particular sector focus or specific requirement, such as an EA for a Special Educational Needs School. Please tag CEC so we can like and share your posts. We have showcased how you can do so in the example posts in this section.

The copy is designed for Twitter, Facebook, and LinkedIn. Whilst public recognition and acknowledgment is important and has its place, don't forget you can also use instant message functions available in Facebook and LinkedIn. Don't underestimate how much impact authentic words of gratitude can have. No template exists for this, and you should always personalise your message.

For each social media post, where appropriate, add a link to your website or relevant page which profiles EAs. This could also be a blog or a news article. We have also included some template messages for key moments in time such as Volunteers' Week. Use the most appropriate social media asset to help bring your message to life.

**Note: Remember to remove the @CareerEnt Twitter handle when using messages for Facebook and LinkedIn. Use the hashtag #EnterpriseAdviser where appropriate.**

## Twitter, Facebook, and LinkedIn.

- **CAREERS:** Thank you to our Enterprise Advisers for helping us to #RewritetheStory by supporting our schools and colleges to shape young people's future careers. @CareerEnt
- **EXPERIENCE:** Thank you to our Enterprise Advisers for supporting our Careers Hub. Your experience is helping to #RewritetheStory and make a difference to over [insert number of young people supported in Careers Hub] young people in our area. @CareerEnt
- **MISSION:** Thank you to our Enterprise Advisers for helping us to #RewritetheStory and make sure every young person can find their best next step. @CareerEnt
- **UTILISING SKILLS:** Thank you to our Enterprise Advisers for volunteering (insert cumulative volunteer time based on EA survey) hours of your valuable time to help #RewritetheStory. Your skills and expertise are invaluable and help our schools and colleges to bridge the gap between the world of work and education. @CareerEnt
- **CHANGE:** World class careers education doesn't exist without the input from industry. Our Enterprise Advisers are helping us make positive change across the (insert Careers Hub). We wish to take a moment to say thank you for helping us to #RewritetheStory and shape young people's future careers. @CareerEnt

REWRITE  
THE STORY

THE CAREERS &  
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- **COLLABORATION:** Thank you to over (insert number of EAs in the Careers Hub) Enterprise Advisers for collaborating with our (insert Careers Hub) to help #RewritetheStory. Your industry insight is helping to shape careers education in schools and colleges. @CareerEnt
- **SKILLS PIPELINE:** Thank you Enterprise Advisers for helping our schools and colleges demystify the world of work. You are helping us #RewritetheStory for our young people and shape careers education to meet the future needs of industry. @CareerEnt
- **PATHWAYS:** Thank you to our Enterprise Advisers for helping to develop our next generation of skilled employees, raising ambitions, and increasing awareness of the different options available from T Levels to apprenticeships. You are helping us #RewritetheStory for our young people across (insert Careers Hub area). @CareerEnt
- **SUPPORTING CAREERS LEADERS:** Thank you to our Enterprise Advisers for helping to develop capabilities and capacity in schools and colleges. You are helping #CareersLeaders to #RewritetheStory and make a difference for our young people. @CareerEnt



# Social media copy

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- **NETWORK/NEW JOINERS:** Thank you to [insert name/tag name] for joining our Careers Hub Network to help #RewritetheStory and shape young people's future careers. We're delighted to welcome you to our network of over (insert number of EAs) Enterprise Advisers working collaboratively across our Careers Hub. @CareerEnt
- **POST EVENT:** Amazing to hear from our Enterprise Adviser (insert name/tag name) at (insert event name) today. Thank you for making a difference and helping (insert school name if applicable) to #RewritetheStory and deliver world class careers education. @CareerEnt
- **POST MEETING:** Great meeting with Enterprise Adviser (insert name/tag name) and Careers Leader (insert name/tag name) today. Collaborating to help #RewritetheStory for young people at (insert school/college name/handle). @CareerEnt
- **END OF YEAR:** Thank you to (insert number of EAs in Careers Hub) Enterprise Advisers for supporting our Careers Hub and helping us to #RewritetheStory for our young people. We hope everyone had a restful break and is ready for the new term in (insert year/month). @CareerEnt
- **VOLUNTEERS' WEEK:** It's #VolunteersWeek and we wish to say thank you to our amazing volunteer Enterprise Advisers for giving up their valuable time to help #RewritetheStory for young people and ensure all young people can find their best next step. @CareerEnt
- **NATIONAL APPRENTICESHIP WEEK:** It's #NAW2023. Thank you to all our Enterprise Advisers for helping us to amplify technical and vocational education and working with us to #RewritetheStory for our young people. @CareerEnt

