



Texas Internship Challenge Social Media Recommendations for Employers

Social Media Guidelines

Social media posts should reflect campaign messages and graphics and include:

- URL: TXInternshipChallenge.com
- Hashtag: #TXInterns (+ partner or trending hashtags)
- Colors should align with logo palette
- Logos: Lead with campaign logo, followed by suite of TWC, TEA and THECB logos

Tag: (Use with partner tags or replace per relevancy to post)

Facebook

- Tag @Texas Workforce Commission
- Use #TXInterns

Twitter

- Tag @TXWorkforce
- Use #TXInterns

Instagram

- Use #TXInterns



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Equal Opportunity Employer/Program. Auxilliary aids and services are available upon request to individuals with disabilities.
Relay Texas: 800-735-2989 (TTY) and 711 (Voice). texasworkforce.org

This project is wholly funded with Federal workforce development funds.



Logo Options

All four logos (Tri-Agency partners and Texas Internship Challenge) should be in unison with each other. They are best used on a white background. The Tri-Agency logos should be sized as similarly as possible.

Option 1: Side by side



Option 2: Stacked



If a colored background is used, the “white” (inverse) Texas Internship Challenge logo may be used.



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Sample Copy Options | Sans Serif Font (Arial)

Copy to place on graphics; use with hashtag: #TXInterns

1. Want to build a workforce pipeline? We can show you training programs! Register today at TXInternshipChallenge.com
2. Supercharge your recruitment efforts by hiring interns! Register today at TXInternshipChallenge.com
3. There are thousands of employers out there, find the one that's right for you! Register today at TXInternshipChallenge.com
4. Not sure where to start? Post an internship position, search candidates, and meet the challenge! Register today at TXInternshipChallenge.com
5. Hey Employers! Looking to hire interns? Register today at TXInternshipChallenge.com

Words Only Posts

1. Host an internship and start creating a sustainable workforce. Register today at TXInternshipChallenge.com
2. Hosting an internship allows #Texas employers to build a skilled & experienced workforce of #TXInterns Register today at TXInternshipChallenge.com
3. The Texas Internship Challenge offers a statewide website where employers can post internship descriptions, conduct searches for candidates, and receive & review résumés. Register today at TXInternshipChallenge.com
4. Internships help students gain the marketable skills employers are looking for. Register today at TXInternshipChallenge.com
6. Want to build a workforce pipeline for your #Texas business? Supercharge your recruitment efforts by hiring #TXInterns Register today at TXInternshipChallenge.com



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7. Hey Employers! Looking to hire #TXInterns? Post an internship position, search candidates, and #MeetTheChallenge Register today at TXInternshipChallenge.com

Factoids which can be displayed as graphics. Copy can be captioned.

1. 60% of employers prefer relevant work experience. | #MeetTheChallenge #TexasInternshipWebsite Register today at TXInternshipChallenge.com
2. 73% of interns are offered a full-time position. | #MeetTheChallenge #TexasInternshipWebsite Register today at TXInternshipChallenge.com



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Sample of Graphic Options

1. Factoid – Add website information & copy as caption

60%
**Of employers
 prefer relevant
 work experience.**



2. Picture 1 – Add copy as caption



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3. Picture 2 – Add copy as caption



4. Picture 3 – Add copy as caption



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5. Larger Picture 4 – Space left in picture for copy



6. Picture 5 – Space left in picture for copy



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Size Specifications Chart

Online & Social Media Sites – Image Information				
Site	Image Type	(W x H): Pixels Inches Ratio		
Facebook	<i>Banner Photo</i>	1200 x 675	4 x 2.25	Not Convertible
	<i>Banner Photo (Group)</i>	1640 x 859	5.47 x 2.86	Not Convertible
	<i>Profile Picture</i>	340 x 340	1.13 x 1.13	1 1
	<i>Image Post</i>	940 x 788	3.13 x 2.63	Not Convertible
	<i>Link Image</i>	1200 x 628	4 x 2.09	Not Convertible
LinkedIn	<i>Banner Photo</i>	1584 x 396	5.28 x 1.35	4 1
	<i>Banner Photo (Company)</i>	1536 x 768	5.12 x 2.56	2 1
	<i>Profile Picture</i>	400 x 400	1.33 x 1.33	1 1
	<i>Image Post</i>	1200 x 628	4 x 2.09	Not Convertible
	<i>Company Logo</i>	300 x 300	1 x 1	1 1
Twitter	<i>Banner Photo</i>	1500 x 500	5 x 1.67	3 1
	<i>Profile Picture</i>	400 x 400	1.33 x 1.33	1 1
	<i>Image Post</i>	120 x 675	.4 x 2.25	Not Convertible
	<i>Link Image</i>	1200 x 628	4 x 2.09	Not Convertible
Instagram	<i>Profile Picture</i>	180 x 180	.6 x .6	1 1
	<i>Image post</i>	1080 x 1080	3.6 x 3.6	1 1



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