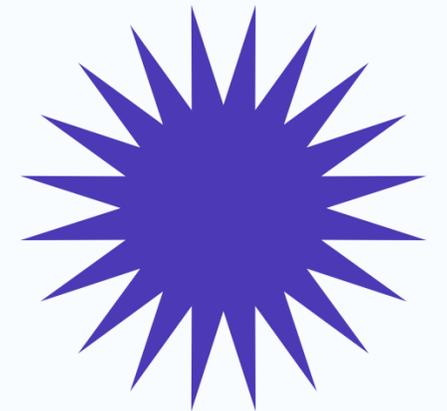




RVA Career Expo

# Elevating *Your* *Social Media* Strategy



# Social media is crucial *for creating awareness.*

**Help spread the word and build relationships.**

You have an opportunity to become the personal marketer for your liason companies. By promoting the company and their involvement with the RVA Career Expo you'll:

1. Build a relationship and goodwill with the company
2. Create awareness for the event
3. Be top of mind with your network



# Platforms *to try*

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Twitter - 280 characters  
1-3 hastags

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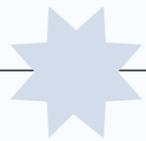
LinkedIn - 1-3 hashtags

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Instagram - need good visuals,  
can use many hastags

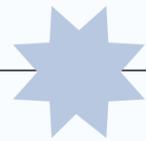


# How to get started



## **Create Accounts**

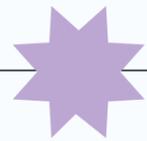
Create LinkedIn, Twitter and Instagram Accounts



## **Follow**

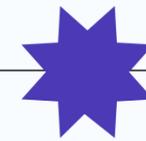
Follow your companies on LI, Twitter and Instagram

Twitter -  
@RVACareerExp  
o  
@CP\_RVAJobs



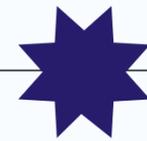
## **Plan**

Plan for 3-5 posts a week to promote your companies on social media



## **Create**

Write some posts you plan to use for the week in a Word document so you can pull them later



## **Post, Like, Share, Comment**

Make your posts and like, share, retweet and comment on posts from your company



@McKesson is a featured employeer at the @RVACareerExpo Oct 13-16. **Sign-up** to attend and meet with a recruiter today!

#RVACareerExpo  
#RVACareers  
#RVAJobs #McKesson



**01.**

**Come up with an engaging post**

Say something interesting about the company

**02.**

**Make sure you tag the company and RVACareerExpo**

The company will see that you mentioned them. When you tag RVA CareerExpo, they will share and interact with your post. If you can work in to tag Career Prospectors, we will like and interact as well.

**03.**

**Include the link to register**

PThe link to register is <https://richmondhokies.org/careerexpo/>. Most social media platforms will shorten the link

**04.**

**Include 1-3 hastags**

Hashtags help your posts be noticed. Use #RVACareerExpo and #the company name

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# Examples of social media posts

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## Employer Highlight

@McKesson is a featured employer at the #RVACareerExpo Oct 13-16. Sign-up to attend and meet with a recruiter today!

Register here: [LINK](#)  
#RVACareers #RVAjobs  
#McKesson @McKesson  
@RVACareerExpo

## Open Positions

@McKesson is hiring for a project manager! Signup to attend the #RVACareerExpo Oct 13-16 and meet with a recruiter to learn more. Register here: [LINK](#)

#RVACareers #RVAjobs #McKesson  
@McKesson @RVACareerExpo

## General Info

Don't miss your chance to meet with a @McKesson recruiter about open jobs at the #RVACareerExpo Oct 13-16.

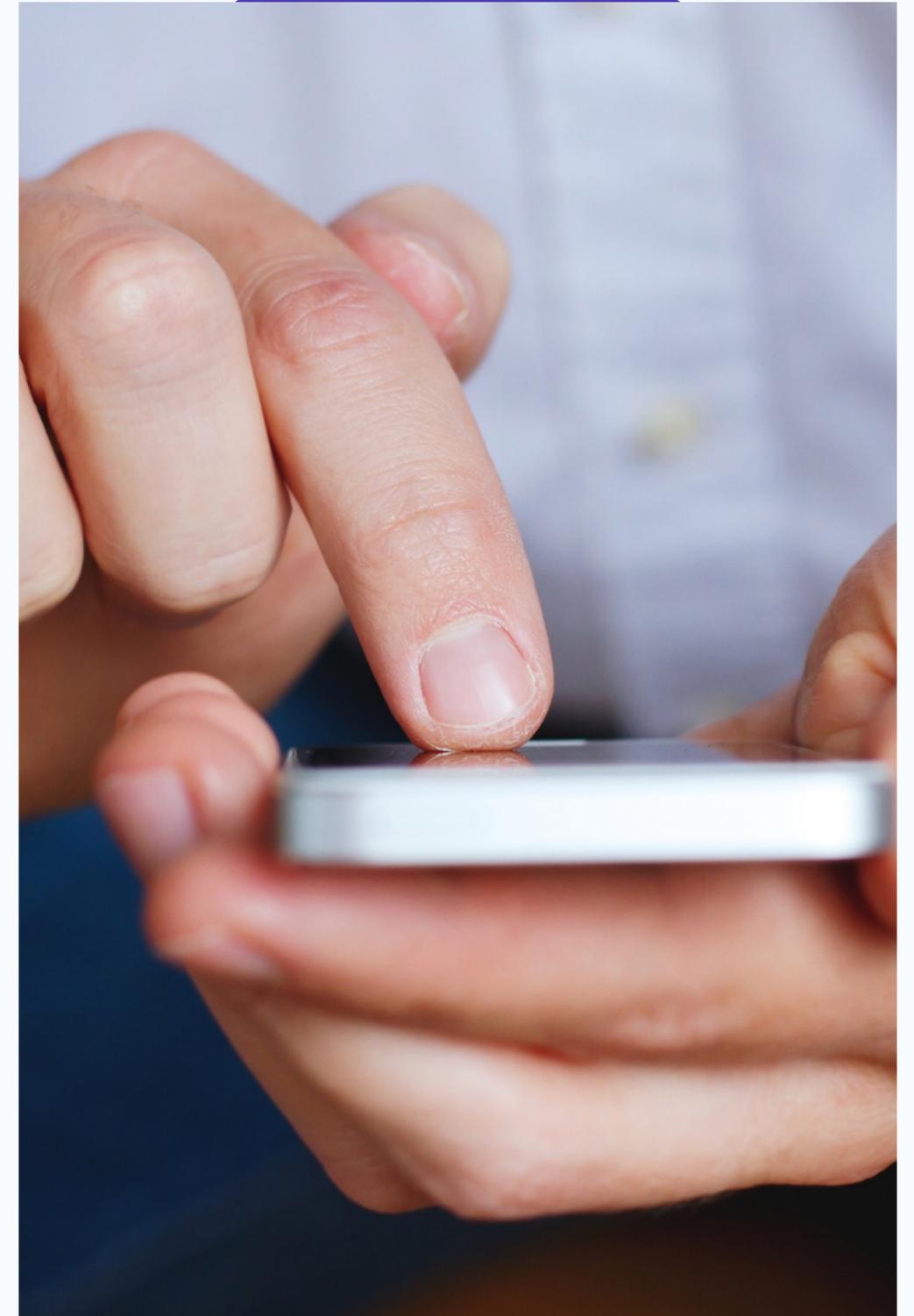
Register today: [LINK](#)  
#RVACareers #RVAjobs  
#McKesson @McKesson  
@RVACareerExpo

## What's In Store

### Hashtags



- #rva
- #rvacareers
- #rvajobs
- #rvacareerfair
- #rvacareerexpo
- #careerprospectors
- #careers
- #jobs
- #careerfair
- #jobfair



Be creative

*Be creative and informative with your posts to build a dialog.*

- Comment and share posts from your company and work in an angle about seeing the company at the RVACareerExpo
- You can reuse previous posts you made, but mix it up so it's not too repetitive
- Have fun!

