



SOCIAL MEDIA TIPS AND MESSAGING IDEAS

POST MESSAGING IDEAS

Looking for a summer job? Parks and Recreation is the place for you! We are currently hiring for lifeguards/camp counselors <Insert your position openings>. No experience necessary. All classes and training will be provided to you by <your agency name>. Visit <your agency's career center>.

Do you like to have fun? So do we! Do you like to make a difference? So do we! Are you looking for a fun job where you can make a difference? We are looking for you! <Insert with your website>

Parks and Rec have a variety of diverse opportunities to meet your career goals. <Your agency name> is looking for great candidates like you to become a member of our team. Take advantage of being paid to create positive and memorable experiences for our community all while having fun. Visit <insert your job website> to learn more about how you can become involved!

TIPS: FACEBOOK/TWITTER/INSTAGRAM/SNAPCHAT/TIKTOK

- Place job postings on Facebook that might appeal to parents.

Is your child looking for a summer job? <Your agency name> is a great and safe place to work. We're currently hiring...

- Instagram and Snapchat are great places to reach Gen Z. If your agency doesn't have a Snapchat account, ask current employees to post about what they enjoy about their job or experience and encourage their friends to apply and come work together.
- Interview and post videos from current employees and why they like working for your agency. These are great to post on Facebook and Instagram. Remember Instagram videos must be less than 1 minute, so keep them short and sweet.
- Feeling adventurous? Dive into TikTok. Start a dance challenge with your staff. Highlight diversity in your agency from job titles, places, and more.

HASHTAGS

Don't forget to use hashtags. #krpa #parksandrec #itmatters #makeadifference