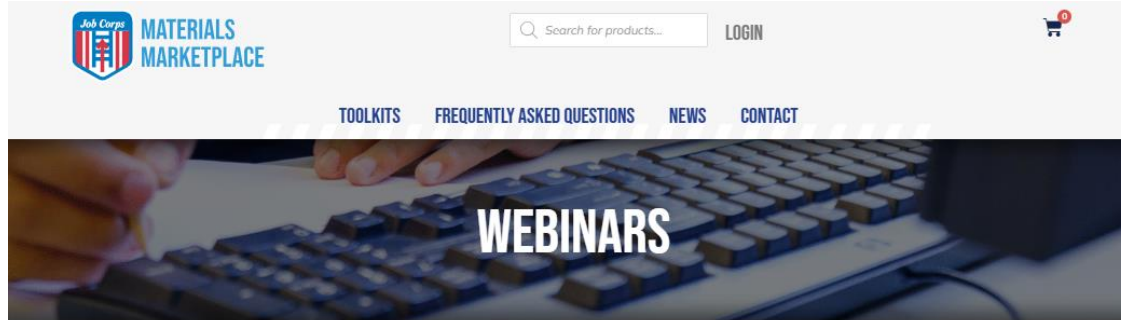




## REACHING PROSPECTS VIA SOCIAL MEDIA

MP&F

# /// JOB CORPS SOCIAL MEDIA TOOLKIT



This section houses all of the staff training webinars that MP&F produces and hosts. Visit this section to brush up on your knowledge of many Job Corps-related topics. Under each topic, you'll find a presentation slide deck, as well as a recording of a live training.

#### UPCOMING WEBINARS

Recruiting 101:

May 6 at 11:30 a.m. CDT

May 21 at 2:30 p.m. CDT

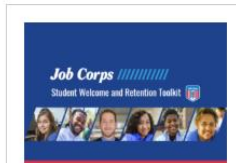
Workforce Outreach Toolkit:

May 13 at 1:30 p.m. CDT

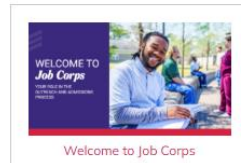
May 26 at 1:30 p.m. CDT



Advanced Training Website



Student Welcome and Retention Toolkit



Welcome to Job Corps



Materials Marketplace



Visit the “Webinars” section at [JCMarketplace.com](https://www.jcmarketplace.com) to find this presentation, along with the following resources we will discuss:

- Video Tip Sheet
- Photo Tip Sheet
- Reels/TikTok Video Assets

# /// JOB CORPS SOCIAL MEDIA OUTREACH



1. Job Corps National accounts: @doljobcorps
2. Operator or personal accounts

# /// THE SOCIAL MEDIA LANDSCAPE



- Largest age group are 18–24 (31.7%).
- Heavy emphasis of visual elements and video.
- Shorter copy, with a younger, playful tone.



- Largest age group are 25–34 (31.1%).
- Great for building community through groups and for customer service support.
- Longer copy, with an emphasis on storytelling and one visual element or video.



- Largest age group are 25–34 (40.3%).
- Job Corps is not approved to post on this platform, but videos created for reels also perform well here.
- Video-forward platform.

# /// THE SOCIAL MEDIA LANDSCAPE



- 23.5% of YouTube views come from those 18–25.
- Video platform, great for brand awareness.
- Used as a search engine.
  - Strong titles, thumbnails and keyword-driven copy are important.
- Use a small number of hashtags to support search and reach.



- Largest age group are 25–34 (35.3%).
- Alumni and employer audience.
- Educational emphasis and direct connection to the corporate brand mission.
- Professional and polished tone is necessary.



- 36.4% of Snapchat users are 18–24.
- Minimal copy and strong visuals are key.
- Use interactive tools like polls and stickers to drive engagement.

# /// ANATOMY OF A POST

Content



Caption



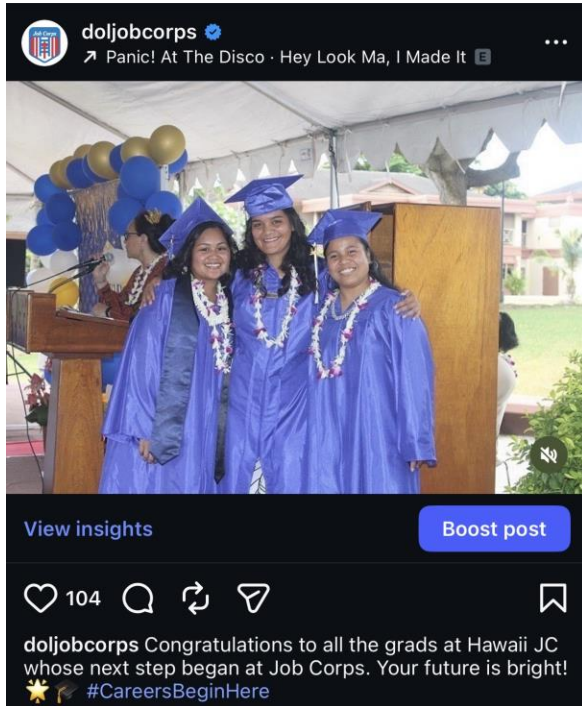
Do:

- Keep captions short, unless there is a good story to tell.
- Include a CTA, like learn more, comment, share, etc.
- Feature real photos and videos of students interacting and doing hands-on training.

Don't:

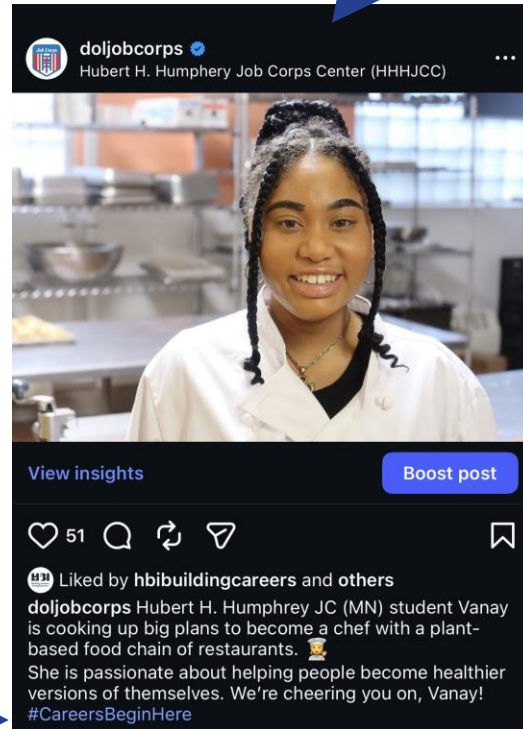
- Post overly produced content or graphics.
- Include QR codes.

# /// ANATOMY OF A POST



← Music

Location



Hashtag →

## Example hashtags:

#JobCorps

#CareersBeginHere

#NAW2026

#JobCorpsWorks

**Pro tip:** Search your hashtags before using them to be sure there is already a conversation being had around them.

# /// ANATOMY OF A POST



Safe Zone



Link

## Do:

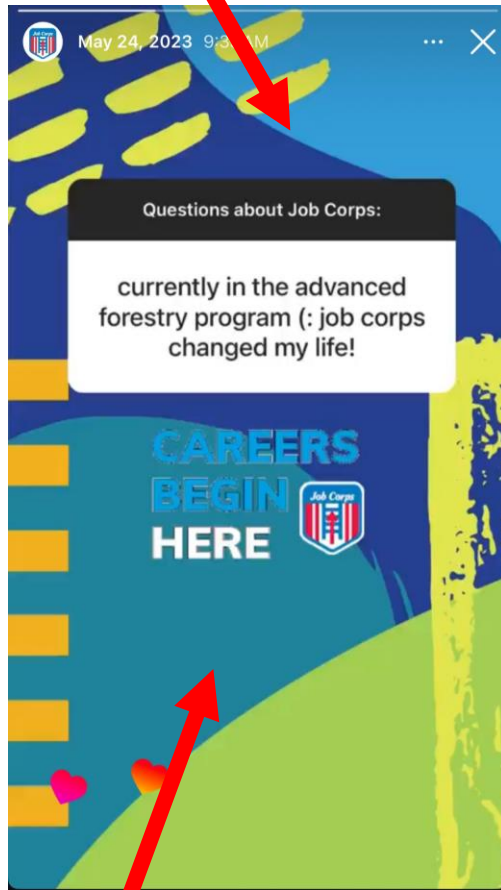
- Put the user first. What do they want to see?
- Include a CTA to click the link, swipe up, send us a message, etc.
- Save important story posts to a highlight on your profile.

## Don't:

- Put important text outside of the safe zones.
- Drown out the person talking with music.

# /// ANATOMY OF A POST

## Question Box



Job Corps GIF



Poll

## Do:

- Keep things interesting—include interactive elements like polls and question boxes.

## Don't:

- Put too much on the screen. You only have a few moments to grab their attention—don't overwhelm them.

# /// PHOTO DO'S AND DON'TS

## Do:

- Clean off your camera lens.
- Capture students in an authentic setting.
- Ensure photos are well lit.

## Don't:

- Capture images where something is blocking the student, or in front of a blank wall.



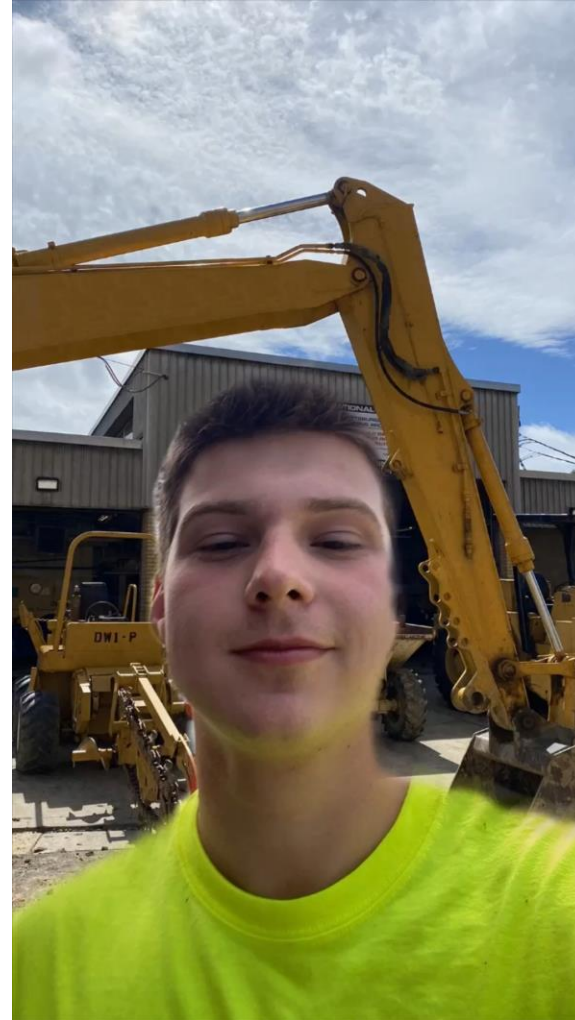
# /// VIDEO DO'S AND DON'TS

## Do:

- Find a clean, simple background.
- Hold the phone vertically.

## Don't:

- Capture videos with lots of background noise.
- Crop the subject out of the screen.



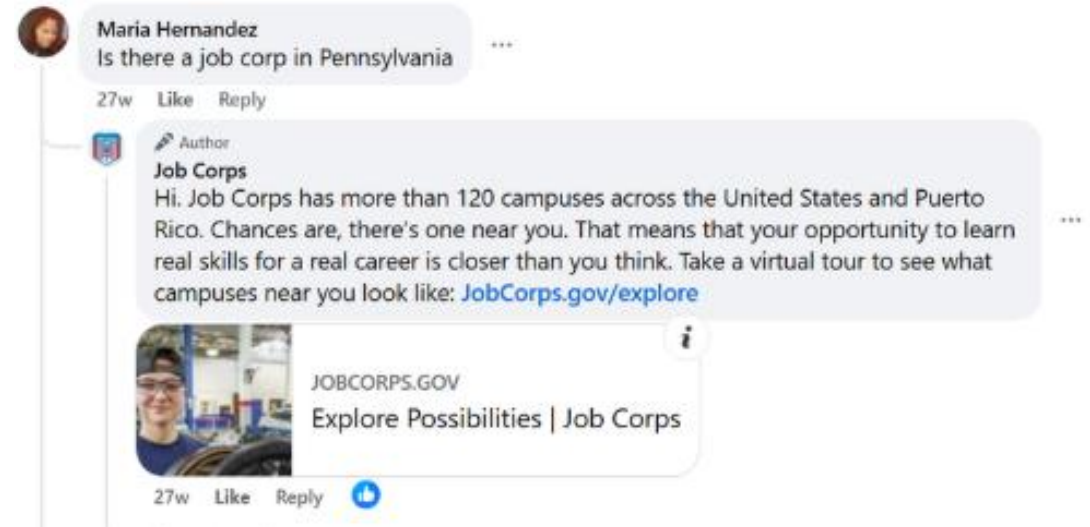
# /// POSTING DO'S AND DON'TS

## Do:

- Utilize hashtags and tagging.
- Encourage people to comment, share your post, etc.
- Respond to messages and comments.

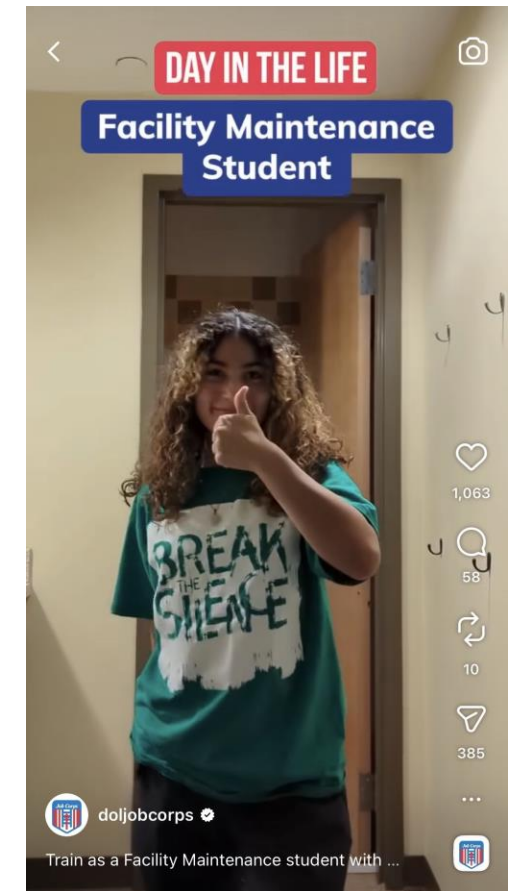
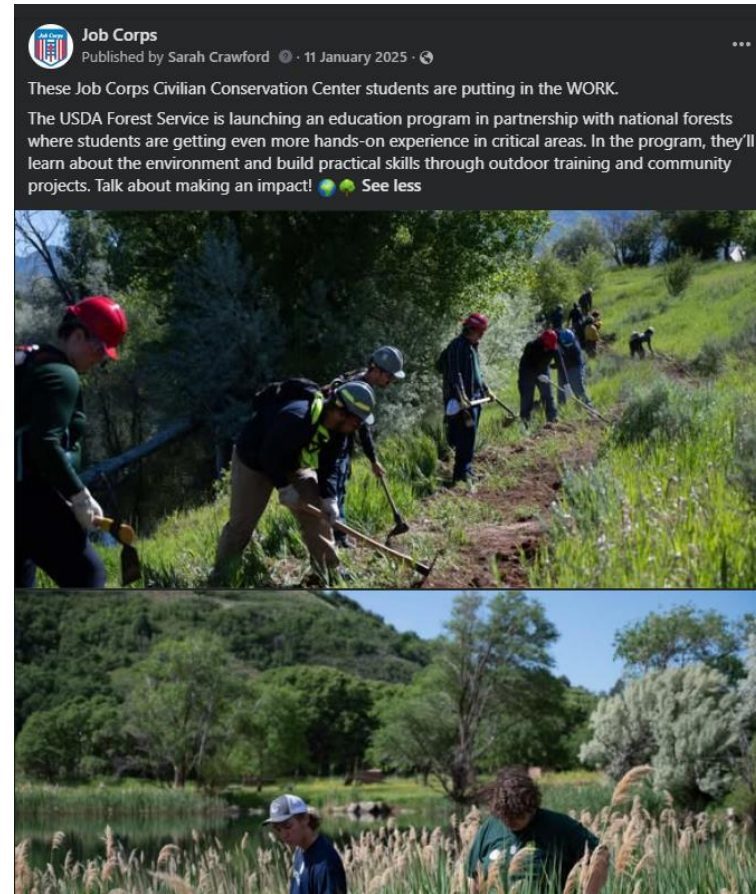
## Don't:

- Include QR codes.
- Include sensitive information like student last names.



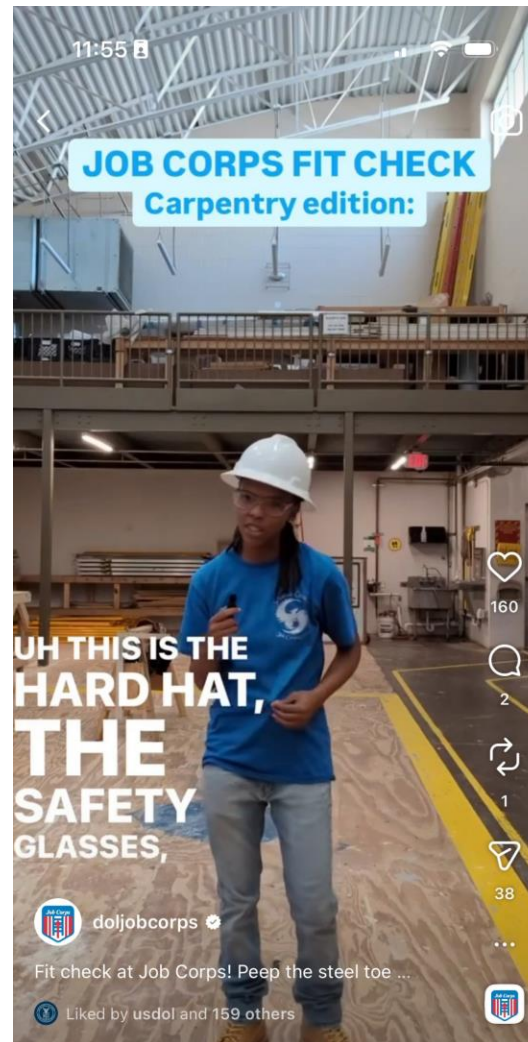
# /// WHAT DO STUDENTS WANT TO SEE?

- Real student stories—photos and captions or video testimonials
- Photos and videos of real life on campus
  - Training
  - Day in the life
  - Activities




# /// WHAT DO STUDENTS WANT TO SEE?

- Applicable, current trends
- Alumni success stories and graduation content



# /// MARKETPLACE RESOURCES

## Reels/TikTok Video Assets



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### Social Media Video Assets

#### Video Samples

Download these social media TikTok/Reels-style videos and recommended captions to share on your personal social media channels.

#### Brandfolder

The following social media video assets live on a platform called Brandfolder, where you will have access to view and download. Click on the links below to view the assets.

- [America's Workforce.MP4](#)

**Proposed Caption:** @doljobcorps prepares you for more than just a job after graduation; it gives you the skills to build a secure career. Start training for the skilled trades jobs of the future today. 🙌 #CareersBeginHere #JobCorps
- [Duke Day in the Life.mp4](#)

**Proposed Caption:** Ever wondered what a day of career training really looks like? 🙌📱 Follow @doljobcorps student Duke for a #DITL in his Construction training program! Reach out to learn more about our free career training, education, housing and support services at Job Corps!
- [NewOrleans\\_OOTD.mp4](#)

**Proposed Caption:** We're prepared on and off the job ... 🙌📱 @doljobcorps gives you free career training in fields that are hiring now, and the gear you need to do it so you can focus on building your future. Ready to get started? Visit JobCorps.gov. #CareersBeginHere #JobCorps
- [Nyla-DayInTheLife.mp4](#)

**Proposed Caption:** What are YOU waiting for? 🙌📱 Nyla's a Pharmacy Tech student at @doljobcorps, training for an high-need career AND getting her high school diploma while living on campus! Your future could start at Job Corps too. Visit JobCorps.gov to learn more! ✅ #DITL #JobCorps
- [POV Grad.mp4](#)

**Proposed Caption:** The best graduations come with a career. 🙌📱 @doljobcorps helps you get there with free career training in high-demand fields and more! Your next chapter starts with Job Corps. #JobCorps #CareersBeginHere

(800) 733-JOBS (5627) / [JOBCORPS.GOV](#) / [f](#) [v](#) [@](#) [x](#) [i](#) / [doljobcorps](#)

Job Corps is a U.S. Department of Labor Equal Opportunity Employer Program. Auxiliary aids and services are available upon request to individuals with disabilities. TDD/TTY telephone number is (877) 889-5627.

## Video Tip Sheet



### We want your Job Corps videos!

Do you have **great videos** of students on campus, learning in the classroom or doing hands-on work?

Whether it's a 15-second clip of students working in their training area, spending time with peers on campus or anything in between, we want to hear what students have to say to share on Job Corps' social media and marketing channels.

### Location

Recommended	Not Recommended
Training areas Office Library Classrooms Dorms/common areas Pretty areas outside around campus	If students are talking in the video, avoid areas where it is harder to cut down on background noise (birds, chatter, cars, etc.), such as crowded classrooms or outside next to a road.

### Background

Your background should be **clean, simple and not the focus of the camera**. Pictures, offices/classrooms, and outdoor scenes are welcome; just be mindful of their placement. It's also great to see activity/other students in the background, but they shouldn't distract from the focus of the video.

[Video Examples >](#)

## Photo Tip Sheet

### Selfie-Style Video

These videos:

- Are clear and easy to understand but feel organic and unscripted.
- Use the self-facing camera, while holding the phone vertically.
- Make sure that none of the subjects' heads and shoulders are out of frame.



Here are a few prompts to get students talking:

- What is Job Corps?
- What's your favorite part about Job Corps?
- How will Job Corps help you with your future career?
- What was your sign to come to Job Corps? Why did you choose it instead of another path?
- Fill in this sentence: \_\_\_\_ Begins Here. (Ex. Community, Independence, Leadership, Passion)

### Filming Another Subject

Like the selfie-style videos, these videos are another way to showcase students in their training areas and around campus (especially female students in hard trades) and show viewers what life is like on a Job Corps campus.

These videos:

- Are stable.
- Were recorded with the phone held vertically and the subject roughly 6 feet away.
- Make sure that the subject is not cropped off the edge of the screen.



Check out our social channels to see more examples of good videos:

[f](#) [v](#) [@](#) [x](#) [i](#) / [doljobcorps](#)

jcdigital@mpf.com

Questions?

615-259-4000  
jcdigital@mpf.com  
Thank you!