



Texas Internship Challenge Social Media Recommendations for Education Partners

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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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



Option 3: 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 12)

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

1. Why apply for an internship? Marketable Skills. Network. Build your résumé. Register today at TXInternshipChallenge.com
2. Increase your chances of being hired in your field by participating in internships! 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 a résumé, search internships, and meet the challenge! TXInternshipChallenge.com
5. Hey Teachers! Looking for internships for your students? Register today at TXInternshipChallenge.com
6. Hey Counselors! Looking for internships for your students? Register today at TXInternshipChallenge.com

Words Only Posts

1. Not sure where to start your #TXInterns journey? Post a résumé, search internships, and #MeetTheChallenge : Register today at TXInternshipChallenge.com
2. There are thousands of employers in #Texas seeking #TXInterns, find the one that's right for you. Register today at TXInternshipChallenge.com
3. Internships help #Texas students gain the marketable skills employers are searching for now. #TXInterns Register today at TXInternshipChallenge.com
4. Internships help you increase #confidence build a professional #network and explore #career paths. #TXInterns #MeetTheChallenge #TXInternshipChallenge Register today at TXInternshipChallenge.com



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5. The Texas Internship Challenge offers a statewide #website where students can search and #apply for #internship positions. #TXInterns #MeetTheChallenge #TXInternshipChallenge. Register today at TXInternshipChallenge.com
6. 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

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



Register Today:
TXInternshipChallenge.com



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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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