**Social Media Posts**

**How to Use:**

(1) Copy and paste one of the posts below into your Facebook, Twitter, Instagram, or LinkedIn page.

(2) Add a hyperlink to your library’s website. Shorten your link with [bit.ly](http://bit.ly), if needed.

(3) Download a Gale Presents: Peterson’s Career Prep. Facebook/Instagram/Twitter or LinkedIn social media image to include with the corresponding post.

(4) Upload your selected social media image along with your post.

(5) Please ensure that you're using an image that corresponds with the platform (example: use a Facebook image when you're posting on Facebook.)

(6) Save/submit your post.

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| --- | --- | --- | --- |
|  | **POST COPY/TEXT** | | **Image #** |
| 1 | Announcing Gale Presents: Peterson’s Career Prep, a solution for job seekers of all-levels.  <link to your library’s access> | | Image 5 |
| 2 | Navigate the changing job market with our newest resource! Gale Presents: Peterson’s Career Prep, a solution for job seekers of all-levels. | | Image 5 |
| 3 | Entering the workforce? Thinking of a career switch?  Assess your skills and get personalized career recommendations with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | | Image 1  Image 2 |
| 4 | Job seekers of all levels can access career overviews with projected salaries, insights on training, and job openings. Get started with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | | Image 3  Image 4 |
| 5 | Find recommended degree programs and the skills needed, plus explore salary and job searches for specific career types. Access Gale Presents: Peterson’s Career Prep. <link to your library’s access>. | | Image 2  Image 3 |
| 6 | Get key details, salaries, skills needed, and degree programs for specific careers from your home or mobile device. Access Gale Presents: Peterson’s Career Prep. <link to your library’s access>. | | Image 2  Image 4 |
| 7 | | Access O\*NET, sponsored by the U.S. Department of Labor,  for the latest information on more than 1,100 occupations. Find it on Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1  Image 5 |
| 8 | | Find key details on over 1,100 occupation types through O\*NET, developed for the U.S. Department of Labor. Available with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1  Image 5 |
| 9 | | Four in-depth assessments align your interests, values, personality, and workplace preferences to find you great career options. <link to your library’s access> | Image 2  Image 4  Image 5 |
| 10 | | Find daily job openings aligned with your career goals, whether you’re just starting out or looking for a change. Search with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 2  Image 4 |
| 11 | | Develop your skills and grow your career on your schedule with 24/7 access to Gale Presents: Peterson’s s Career Prep. Get started at <link to your library’s access>. | Image 2  Image 4 |
| 12 | | Need to create or update your résumé? Don’t know where to start? Turn to Gale Presents: Peterson’s Career Prep at <link to your library’s access>. | Image 1  Image 3  Image 4 |
| 13 | | Build attention-getting résumés and create a website to share with prospective employers. Access Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1  Image 3  Image 4 |
| 14 | | A great résumé and cover letter open doors! Create yours and share with potential employers. Start now with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1  Image 3  Image 4 |
| 15 | | Land the job with interviewing tips from Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1 |
| 16 | | Stand out from the rest! Build a résumé that gets you noticed with Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 1  Image 3 |
| 17 | | Find new opportunities in today’s changing job market using Gale Presents: Peterson’s Career Prep. <link to your library’s access> | Image 2  Image 4  Image 5 |
|  | | **POST COPY/TEXT** FOR INSTAGRAM | **Image #** |
| 1 | | Gale Presents: Peterson’s Career Prep will help you interview with confidence. <we suggest adding a temporary link in your bio for easy access> | Image 1 |
| 2 | | Get personalized career recommendations with Gale Presents: Peterson’s Career Prep. <we suggest adding a temporary link in your bio for easy access> | Image 2 |
| 3 | | Build a résumé that stands out with Gale Presents: Peterson’s Career Prep. <we suggest adding a temporary link in your bio for easy access> | Image 3 |
| 4 | | Changing careers in today’s market? Find the help you need with Gale Presents: Peterson’s Career Prep. <we suggest adding a temporary link in your bio for easy access> | Image 4 |
| 5 | | Gale Presents: Peterson’s Career Prep, a mobile-accessible resource for job seekers. <we suggest adding a temporary link in your bio for easy access> | Image 5 |