

Social Media Guide

Prior to the Career Forum, you have the opportunity to share tips and insights about your company on our social media platforms or on cems.org. For promoting your company, you can:

1 Facebook

Share a 2-minute video on Facebook about your company, your ideal candidate or a typical workday. An example from Career Forum 2021 can be found through this [link](#).

2 Cems.org

Promote your attendance at the Career Forum with an article to be published on cems.org. For an impactful article, you can consider the following points:

- Add visuals of team/employees to give a human face to the company (please note that ideal size for images is 969px by 545px (width / height))
- Give a glimpse of the company culture & values, what is it like to work at your company, what is a typical working day
- Add testimonials/quotes from Alumni or employees explaining how they started, their path from CEMS graduation to the position they have now at the company
- Provide more insights/tips on potential questions that students can have but won't ask
- Adapt the text tone to a less corporate style

The articles below show an example of the above mentioned points:

- <https://cems.me/3iWUttu>
- <https://cems.me/3KWAqPS>

3 LinkedIn

Promote your career opportunities on the CEMS LinkedIn page. An example of previous LinkedIn post can be found in the link below.

- <https://www.linkedin.com/feed/update/urn:li:activity:6859783853113012224/>



4 Instagram

Share a story about your company on the CEMS Instagram Account. For this option, we create an Instagram story template and integrate your content in it. The link below shows the Instagram post highlights from Career Forum 2021:

- https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTA5NDA2NjYyMDMwMDc1story_media_id=2654517522231565780_2002023219&tutm_medium=share_sheet
- The images below are the templates from Career Forum 2021.



1st image on story post:

Your Company Name and Logo Here

The ideal size for square Instagram image is 1080px by 1080px at a 1:1 aspect ratio and vertical images are better sized at 1080px by 1350px with a 4:5 aspect ratio.

2nd image after swiping right:

Content that you send will be integrated here. Content can include text, video and pictures. For an effective social media post, we recommend high quality images.

For more impact, you can also use features available on Instagram, such as the Q&A box, polls, stickers and so on.

Additionally, if you decide to create visuals by using our template, please note to send them to us individually slide by slide and preferably not in a video. If you prefer, you can also send us the content and we will do the assemblage and send them to you for approval before posting.

