



SOCIAL MEDIA GUIDE.

When the Best Places to Work lists are launched on January 7, 2021, follow these simple steps to get the most out of promoting your award on social media!

SOCIAL SHARING GUIDELINES.

1. Use our **anchor tag builder** to create a custom link that will drive traffic directly to your company’s ranking on the list.
2. Create your social media announcement posts by using the appropriate banner images from the Best Places to Work asset zip file.
3. Tag Built In wherever you post your announcement on social media.
 - Facebook: @BuiltInHQ
 - Instagram: @builtin
 - Twitter: @BuiltIn
 - LinkedIn: @Built In
 - + **Your local market Built In social media accounts**
4. Use the hashtag **#2021BuiltInBest** in your announcement posts and on any Built In content you publish on social media in 2021.
5. Notify employees when your announcement post goes out on social media, and encourage them to share with their networks. Slack or email tend to do the trick.
6. Update your social media cover photos with a custom image featuring your awards badge, or use the social media cover photos included in your Best Places to Work asset zip file.

SAMPLE SOCIAL COPY.

1. We’re honored to be included in @Built In’s 2021 *{List’s title}* in *{city}*! Check out *{company name}* and the full list of *{@Built In (city)}* honorees here: *{LINK}* #2021BuiltInBest
 2. *{Company name}* is a #2021BuiltInBest *{List title}* winner! Thank you @Built In and *{@Built In (city)}*! Learn more about our company culture and view the roles we’re hiring for at *{LINK}*.
 3. We’re on the list! Excited to share that *{company name}* has been included in @Built In’s *{List title}* in *{city}*! See our rank here: *{LINK}* #2021BuiltInBest
 4. We’re excited to announce that *{company name}* has been named one of the @Built In *{List title}* in *{city}*! Check out our rank here: *{LINK}* #2021BuiltInBest
- PS: We’re hiring! Come join one of the best companies to work for in *{city}* and be a part of the *{company name}* team.