

The Built In logo, featuring the word "builtin" in a lowercase, sans-serif font with a square outline around the "i".

builtin

2023 BEST
PLACES
TO WORK

Social Sharing Guidelines.

When the Best Places to Work lists are launched on **January 11, 2023**, follow these simple steps to get the most out of promoting your award on social media!

TIPS & BEST PRACTICES

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 images from the Best Places to Work media kit.
3. Tag Built In in all your announcements on social media.
 - Facebook: @builtinHQ
 - Instagram: @builtin
 - Twitter: @builtin
 - LinkedIn: @builtin
4. Use the hashtag [#2023BuiltInBest](#) in your announcement posts and on any Built In content you share or publish on social media in 2023.
5. Notify employees (Slack or email tend to do the trick) when your announcement post goes live on social media – encourage them to share with their networks.
6. Update your social media cover photos with a custom image featuring your awards badge, OR use the cover photos included in your Best Places to Work media kit.

SAMPLE SOCIAL COPY

1. We're honored to be included in @Built In's 2023 [List Title] in [City]! Check out [Company Name] and the full list of [@Built In] honorees here: [LINK] #2023BuiltInBest
2. [Company Name] is a #2023BuiltInBest [List Title] winner! Thank you @Built In! 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 where we ranked here: [LINK] #2023BuiltInBest
4. We're excited to announce that [Company Name] has been named one of the @Built In [List Title] in [City]! Check out where we ranked here: [LINK] #2023BuiltInBest
 - P.S. We're hiring! Come join one of the best companies to work for in [City] and be a part of the [Company Name] team.

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Find your Forward.