

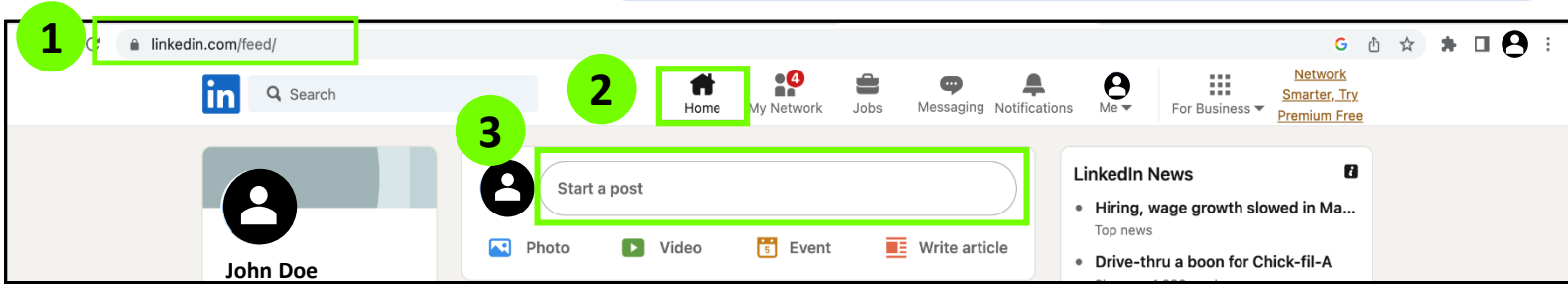


# How-To: Post on LinkedIn

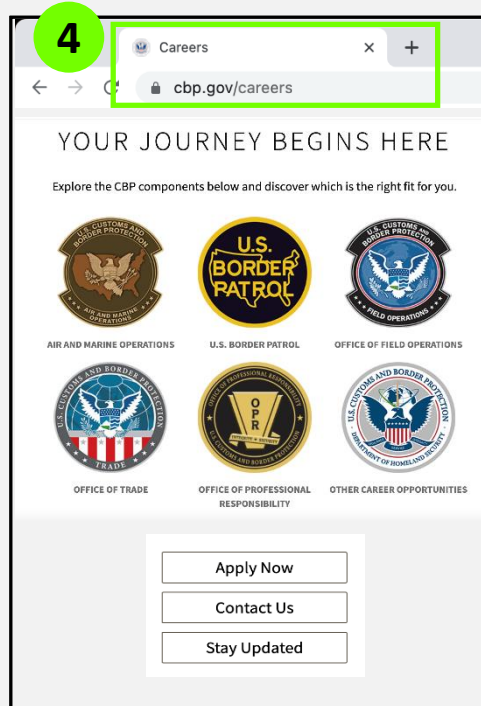
The following slide outlines how an employee can post to LinkedIn using the social media language provided in the Toolkit.



1. Open your preferred browser, go to <https://linkedin.com>, and log in
2. Navigate to the **Home Page**
3. Click on **"Start a Post"**



4. Open <https://careers.cbp.gov> in a different tab and find an **open role** that you feel would resonate with your network
5. Open the **Social Media Language Tab** in the Toolkit
6. Copy a **post that aligns** to the open position you've identified



**5**

### Social Media Language: LinkedIn & Facebook

*The following slide outlines potential language that employees can use when utilizing LinkedIn and Facebook to connect with potential CBP job candidates. Language to field candidate inquiries and comments on any platform is also provided.*

in LinkedIn & f Facebook	Content	Post Details
<p><b>Tone &amp; Style</b> Share the employee experience and tell a story. Post materials that highlight a personal experience and human connection for professional advancement</p>	<p>Multiple visuals of day-to-day experiences with a more developed story-based caption to show candidates the CBP experience and available opportunities</p>	<p><b>Facebook Optimal Picture Sizes</b></p> <ul style="list-style-type: none"> <li>• Landscape: 1200 x 630</li> <li>• Portrait: 630 x 1200</li> </ul> <p><b>LinkedIn Optimal Picture Sizes</b></p> <ul style="list-style-type: none"> <li>• Landscape: 1200 x 627</li> <li>• Portrait: 627 x 1200</li> </ul>

**Office of Field Operations**  
The U.S. Customs and Border Protection, Office of Field Operations is looking for committed and driven candidates to advance CBP's mission of border and national security. OFO specializes in monitoring trade, travel, and threats that occur throughout United States ports. *(Add personal experience/story)*. For more information visit [www.cbp.gov/careers](http://www.cbp.gov/careers)

**United States Border Patrol**  
The United States Border Patrol upholds the frontline defense of the U.S. Border and protects countless Americans from illegal activity. USBP is looking for qualified candidates that possess superb physical and mental capabilities and a passion for protecting the United States. *(Add personal experience/story)*. For more information visit [www.cbp.gov/careers](http://www.cbp.gov/careers)

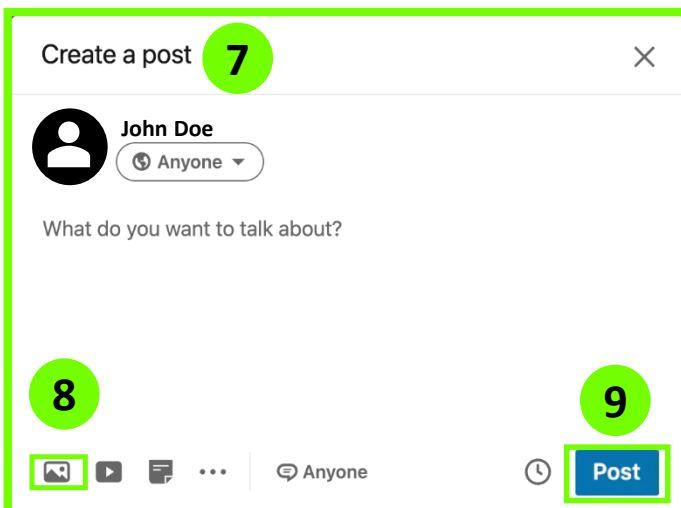
**Air & Marine Operations**  
Air & Marine Operations elevates border security to new heights and represents the breath of opportunities that CBP has to offer. The US Border must be protected from the sky and the water presenting a variety of opportunities for interested candidates. *(Add personal experience/story)*. For more information visit [www.cbp.gov/careers](http://www.cbp.gov/careers)

**Operational & Professional Support**  
In order to secure the US Border effectively, CBP must be equipped with a talented workforce in both the frontline and non-frontline positions. OPS is the foundation of everything that occurs throughout CBP and is looking for organized and efficient communicators, thinkers, and leaders. *(Add personal experience/story)*. For more information visit [www.cbp.gov/careers](http://www.cbp.gov/careers)

**Office of Trade**  
Ensuring the legitimacy of international trade into the United States protects the American Economy and citizens. The CBP Office of Trade is looking for qualified candidates that have a passion for protecting America's borders in a global way. You will have the opportunity to impact the policy and the people that work daily to protect the necessities of the American People. *(Add personal experience/story)*

**Office of Professional Responsibility**  
CBP Office of Professional Responsibility ensures that integrity is the driving factor of the work that CBP carries out each day. Join a team of professionals who work to create beneficial environments, effective teams, and impactful work results to protect our nation's border *(Add personal experience/story)* For more information visit [www.cbp.gov/careers](http://www.cbp.gov/careers)

\*In addition to photo visuals, you could also consider adding any of the approved recruitment video links that are also in the employee recruiter toolkit\*



7. Paste your copied post into the **pop-up window** on LinkedIn
8. If desired, review the Toolkit for engaging attachments; paste a **link to a relevant recruitment video** or click the icon at the bottom to include a **relevant photo downloaded from the Social Media Posts Tab**
9. Press **Post** to share with your network