



Social Media Do's & Don'ts

To Maximize CBP's Recruitment Capabilities...

...The Employee Becomes The Best Recruiter.

Social Media Overview

Understanding the tone & style of each platform is essential for effective content

LinkedIn

Tone & Style: Professional advancement and connection. Materials highlighting open roles and recruitment events

Post Details: A visual with a caption that informs the viewer of important information and a way for them to connect with a point of contact

Twitter

Tone & Style: Quick info and impactful language. Materials highlighting visuals with strong phrases that catch candidate eyes

Post Details: A visual with a small caption that highlights a link to further information

Facebook

Tone & Style: The employee experience and story telling. Materials that highlight a personal experience and human connection

Post Details: Multiple visuals of day-to-day experiences with a more developed story-based caption

Instagram

Tone & Style: Lively and visual based. Materials highlighting a photo or video that creates a strong reaction

Post Details: A standout photo or video with a complementary caption

Social Media Do's

The following behaviors can assist in the creation of a strong social media presence for CBP employees



Be an Active Presence

CBP benefits from an active workforce on social media by increasing its visibility to potential candidates. However, employees should post as much or as little as they are comfortable with so they can be effective recruiters.



Get Up to Date on Training

Acadis Portal Course Number G0897003-42 provides the most current personal social media use training course.



Use the Template Materials

The Toolkit contains numerous social media templates with approved post language. Use these to spread the mission, share personal experiences, and show open positions.



Be Respectful and Professional

When sharing the CBP mission and brand, the content should be geared towards the positive impact of the work for the public and the benefits of working at CBP for the individual.



Engage with the CBP Social Media Accounts

When posting about CBP to your network, consider "re-posting" content from CBP Social Media Accounts and adding a personal touch of your own.

 U.S. Customs & Border Protection  U.S. Customs & Border Protection
 @CBP @CBPjobs  @cbpgov

Social Media Don'ts

There are certain behaviors that should be avoided when sharing the CBP mission and brand on social media



Share Personal Contact Information

When interacting with candidates on social media do not provide phone numbers or email addresses of individuals at CBP. Direct them to <https://careers.cbp.gov>.



Post Before Reviewing

Ensure all posts are free of typos, grammatical errors, and wrong information before pressing send.



Provide Inaccurate Information

Only provide information to candidates that is confirmed true. If an employee receives a question that they are unsure of, direct the candidate to <https://careers.cbp.gov> to get their questions answered.



Post Unapproved Content

All CBP branded content that an employee posts must be an approved material by CBP.