



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.

LinkedIn & Facebook

Tone & Style

Share the employee experience and tell a story. Post materials that highlight a personal experience and human connection for professional advancement

Content

Multiple visuals of day-to-day experiences with a more developed story-based caption to show candidates the CBP experience and available opportunities

Post Details

Facebook Optimal Picture Sizes

- Landscape: 1200 x 630
- Portrait: 630 x 1200

LinkedIn Optimal Picture Sizes

- Landscape: 1100 x 628
- Square: 1080 x 1080

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 and the open position)*. For more information visit <https://careers.cbp.gov>

United States Border Patrol

The @U.S. Customs and Border Protection, 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 and the open position)*. For more information visit <https://careers.cbp.gov>

Air & Marine Operations

The @U.S. Customs and Border Protection, Air & Marine Operations elevates border security to new heights and represents the breath of opportunities that @ has to offer. The U.S. border must be protected from the sky and the water presenting a variety of opportunities for interested candidates. *(Add personal experience/story and the open position)*. For more information visit <https://careers.cbp.gov>

Operational & Professional Support

In order to secure the U.S. border effectively, @U.S. Customs and Border Protection 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 and the open position)*. For more information visit <https://careers.cbp.gov>

Office of Trade

Ensuring the legitimacy of international trade into the United States protects the American Economy and citizens. The @U.S. Customs and Border Protection 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 and the open position)*. For more information visit <https://careers.cbp.gov>

Office of Professional Responsibility

@U.S. Customs and Border Protection Office of Professional Responsibility ensures accountability across CBP. Join our team of Criminal Investigators who thrive on agility, collaboration, and innovation and conduct investigations in a professional manner in support of the overall OPR mission to safeguard the integrity and security of the CBP workforce. *(Add personal experience/story and the open position)* For more information visit <https://careers.cbp.gov>

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

When you get a response from a candidate...

Answer the candidate if you are certain of the answer and can provide them with the information. If you are unsure of how to appropriately and comprehensively respond, please direct the candidate to a recruiter within the National Recruitment Division, a representative within the Hiring Center, or to www.cbp.gov for more information.