



Social Media Language: Twitter & Instagram

The following slide outlines potential language that employees can use when utilizing Twitter or Instagram to connect with potential CBP job candidates. Feel free to add direct links to specific open roles to any of these posts.



Twitter

Tone & Style

Share quick info and impactful language. Post materials highlighting visuals with strong phrases that catch candidate eyes

Content

A visual with a small caption that highlights a link to further information to get connected with CBP

Post Details

Optimal Picture Sizes

- Landscape: 1024 x 512
- Caption*
- 280-character Limit

Office of Field Operations

Join @CBP Office of Field Operations as an Officer today! Ensure legal trade and travel to ensure America's frontline is protected! More Info: <https://careers.cbp.gov> #CBPCareers

United States Border Patrol

Do you want to be on the frontline protecting our nation's border? Apply to be a @CBP Border Patrol Agent and make your impact today. More Info: <https://careers.cbp.gov> #CBPCareers

Air & Marine Operations

Join @CBP AMO to protect our border from the sea and the air. Conduct airborne surveillance and maritime patrols. More Info: <https://careers.cbp.gov> #CBPCareers

Operational & Professional Support

@CBP is hiring! Make your mark on the safety and security of the United States More Info: <https://careers.cbp.gov> #CBPCareers

Office of Trade

Join @CBP Office of Trade to protect your economy and people. More Info: <https://careers.cbp.gov> #CBPCareers

Office of Professional Responsibility

Join @CBP OPR to ensure the execution of a fair and true mission. More Info: <https://careers.cbp.gov> #CBPCareers



Instagram

Tone & Style

Share lively and visual based content. Share materials highlighting a photo or video that show what CBP can look like

Content

A standout photo or video with a complimentary caption that excites the viewer

Post Details

Optimal Picture Sizes

- Landscape: 1080 x 566
- Portrait: 1080 x 1350
- Caption*
- 1-2 sentences

Office of Field Operations

Working at @cbpgov with OFO is fast paced and calls for the most qualified to protect America's Frontline. Get the opportunity to ensure our ports and people are safe as millions come and go every single day.

United States Border Patrol

America's border is protected by those who want to make an impact on the well-being of our nation. Apply to be a Border Patrol Agent to be a part of @cbpgov mission that impacts people around the world.

Air & Marine Operations

Air & Marine takes border protection to new heights. Be a member of the @cbpgov team that elevates America's frontline and ensures the protection of every facet of our border. Join AMO today.

Operational & Professional Support

Facilitate and support the protection of America's border by putting your skills to the test. Any area of work you can think of, @cbpgov has a spot for you.

Office of Trade

Protect America's borders, businesses, and people by ensuring fair and legitimate trade. The Office of Trade has a global reach with local impacts. Join the @cbpgov Today!

Office of Professional Responsibility

@cbpgov mission is dependent on the integrity and values of its people. Help secure America's borders through responsibility and trust. Join OPR Today!

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