

## Social Media Guide for Job Genius™ Videos

### YouTube

Job Genius™ videos are available on the Express YouTube channel. If you are sharing Job Genius™ through online access, you can post a link to your Facebook, Twitter or LinkedIn accounts. Suggested messages are provided to post along with each video link.

If you are part of an organization not affiliated with Express and are sharing these videos with your audience, make sure to mention your local Express office or [Express Employment Professionals - Headquarters](#).

Here are the YouTube links you can share:

- [Job Genius™ Introduction](#)
- [Job Market Forecast](#)
- [Find Job Opportunities](#)
- [The Resume](#)
- [Interviewing](#)
- [After the Interview/Getting Hired](#)
- [Career Pathing](#)
- [Job Genius™ Conclusion](#)

### Facebook

Here are suggested messages you can post along with the respective YouTube video link.

#### [Job Genius™ Introduction](#)

*Suggested message:* Learn how to make an informed decision about education after school, how to find a job, the skills you need to enter the workforce, and how to represent yourself during the job search.

#### [Job Market Forecast](#)

*Suggested message:* Find out which jobs are trending, plus, learn how to choose an education path.

#### [Find Job Opportunities](#)

*Suggested message:* Learn where to find job openings, and make the most of online job sites, company websites, job fairs, networking, social media, and staffing companies.

#### [The Resume](#)

*Suggested message:* Learn about different types of resumes and which one will help you get the interview you want.

### [Interviewing](#)

*Suggested message:* Receive tips on what you should ask in an interview and what employers may ask you.

### [After the Interview/Getting Hired](#)

*Suggested message:* If you don't know what to do after your interview, this session will help show you how to follow up and what you need to know for your first day at your new job.

### [Career Pathing](#)

*Suggested message:* Find out how a career path is impacted by education and skills.

### [Job Genius™ Conclusion](#)

*Suggested message:* The Job Genius series concludes with a summary of previous videos. Plus, you'll find out about additional resources and support from Express Employment Professionals.

## **Twitter**

A suggested message is provided to post along with the respective bitly link for each Job Genius™ video. If you are part of an organization not affiliated with Express and are sharing these videos with your audience, include the Twitter handle of your local Express office or Express International Headquarters ([@ExpressPros](#)).

### **Job Genius™ Introduction**

*Suggested message:* What are your options for continuing your education? Do you know how to find a job? <http://bit.ly/186Akdj>

### **Job Market Forecast**

*Suggested message:* Which jobs are trending and what do they pay? Find out about the current job market <http://bit.ly/1CVFr9G>

### **Find Job Opportunities**

*Suggested message:* Online job sites, job fairs, social media, staffing companies. Which is best for finding a job? <http://bit.ly/1yyAcgA>

### **The Resume**

*Suggested message:* Learn which type of resume will help you get the job interview <http://bit.ly/1yTURax>

### **Interviewing**

*Suggested message:* Learn to prepare 4 an interview & find out which questions interviewers ask. <http://bit.ly/1E7k0Gp>

## After the Interview/Getting Hired

*Suggested message:* Don't know what to do after your job interview? This video can help

<http://bit.ly/1E7k6hh>

## Career Pathing

*Suggested message:* Discover how to set your career path with this Job Genius video

<http://bit.ly/1t3j7e5>

## Job Genius™ Conclusion

*Suggested message:* Here's a wrap up of everything we covered in the Job Genius video series

<http://bit.ly/1wqKJoJ>

## LinkedIn

As you share the Job Genius™ videos on a weekly basis with your network on LinkedIn, share the YouTube link for each video along with the corresponding message from above.

