

How to guide:

Social Media



Let's Talk Careers

@ChatterHigh

WWW.CHATTERHIGH.COM

April 15 to May 24, 2024



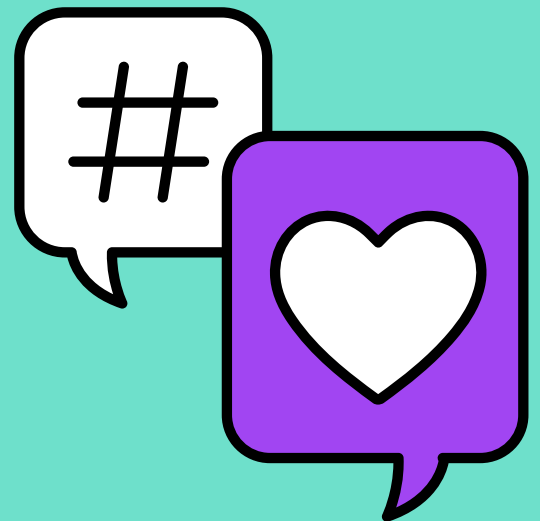
Helping individuals

and organizations

engage with

Let's Talk Careers

on Social Media!



Let's start exploring what's possible.

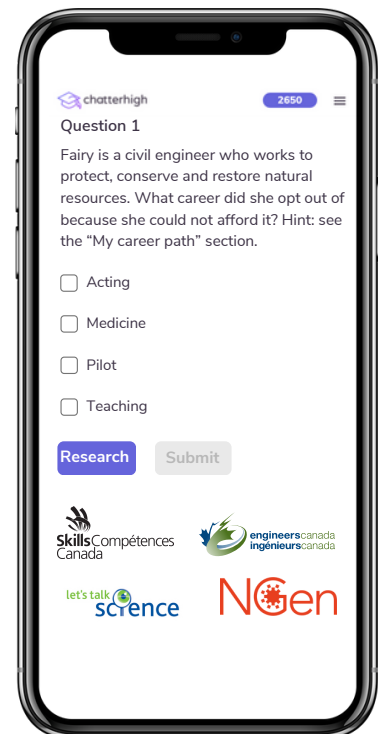


Revolutionizing post-secondary career exploration on ChatterHigh and social media.

Our gamified and unique 'seek-and-find' activity is proven to expand awareness, foster hope, and better prepare students for life after high school.

Why Participate in Canada's Most Informed School and Student Competition?

The ChatterHigh platform offers students the opportunity to discover existing and emergent careers, and make connections between school, post-secondary, and the world of work. Let's Talk Science, Skills Canada, Engineers Canada, and ChatterHigh have teamed up to offer an exciting opportunity to engage students in career discovery.



#LetsTalkCareers

Official Hashtag for LTC

Let's Talk Careers on social media! When you tag your posts with the official hashtag, others can join and follow the career conversations we're having on social media.

Join Our Let's Talk Careers Community!

Share and connect with all things Let's Talk Careers. Get talking.

ChatterHigh



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Let's Talk Careers

messages to spread

Below are some pre-made messages which can help start a career conversation leading up to, and throughout the competition. We encourage you to adapt the messages, add a custom image, or even use one of the provided Let's Talk Careers social graphics!



Let's Talk Careers is an opportunity for students and schools to win prizes while becoming more informed about career and post-secondary options after high school! In this competition, students and the whole school community compete by answering the 10-question Daily Quiz activity during the competition dates.

#LetsTalkCareers

Do you want to know more about what opportunities are available to you after highschool? Are you curious about post-secondary options in STEM or Trades? Let's Talk Careers allows you to learn about these opportunities AND compete to win cash prizes!

Learn more here:

<https://resources.chatterhigh.com/lets-talk-careers>

#LetsTalkCareers

LET'S TALK CAREERS - GET SOCIAL

"Personally, when I went to school I didn't have the opportunity to explore all this kind of stuff and I think it's awesome because every time students were on ChatterHigh, I got a new question from them. So, this competition, especially at their age, piques their curiosity and opens up options for them." - Mr. Dzuba, Teacher, St. Theodore School, Sask.

Take a look at the incredible impact Let's Talk Careers has in helping students discover new career and educational opportunities!

#LetsTalkCareers

Students competing in Let's Talk Careers will answer a 10-question quiz each day to earn points towards their personal, and school-wide totals. These quizzes allow them to research and explore thousands of higher education and career options that they may not have been exposed to any other way. The schools with the highest ranking at the end of the competition will win a cash prize, and the students who hit the correct question threshold/quota in the time period will also win personal cash bursaries!

#LetsTalkCareers

Why do students and teachers love Let's Talk Careers?

1. The learning and awareness building
2. Discovery of new interests
3. Great resources to explore
4. It's fun!
5. School pride

#LetsTalkCareers



Graphics Included

For your use, we've created graphics in two sizes, in both French and English.

1080x1080 - Ideal use for Instagram

1200x627 - Ideal use for Facebook, LinkedIn and Twitter

1. Social Post x4
2. Mobile and Desktop image
3. How it works
4. How to register teachers
5. How to register students

Tips for Posting on Socials

1

Include the official Hashtag in your post and choose one or two others that are relevant to your school, organization, or community, to create a wave of engagement. Be sure to interact with others using the hashtag to spread the love and support others!

2

Post on the days leading up to Let's Talk Careers in addition to throughout the competition! Remember to experiment with videos, gifs, and other images to keep your content diverse and interesting!

3

The most successful content is authentic content! Be sure to add a personal touch to your posts so viewers can see your genuine care and interest in Let's Talk Careers and the importance of career exploration!

Thank you for taking part in Let's Talk Careers!



For More Information Visit:
resources.chatterhigh.com/lets-talk-careers

