



## Instructions

- Use the text provided below to share why Careershift is an invaluable part of your job seekers' Toolkits
- You can use this text as part of a newsletter, in the body of an email, for a LinkedIn post, or anywhere you post messaging to your job seekers
- Use the corresponding images included (Post 1 Hidden Jobs, Post 2 Take Control, Post 3 Build Your Network) for a nice visual component

### Post 1 — Hidden Jobs

Most jobs are never posted — and that's not a myth.

70% of opportunities are filled through connections, referrals, and people who simply knew to ask. By the time a role shows up on Indeed or LinkedIn, the hiring manager may already have someone in mind. The candidates who land those roles aren't necessarily the most qualified — they're the most connected.

That's where Careershift comes in. Free for all [INSERT SCHOOL NAME] students and alumni through [NAME OF CAREER CENTER], Careershift gives you access to 270M+ professional contacts so you can find the right person at any company, reach out before the job ever goes public, and stop competing in an inbox full of hundreds of applicants.

Stop applying into the void. Start connecting with people who can actually get you there.

Sign up free → [INSERT BRANDED LANDING PAGE URL] or stop by [NAME OF CAREER CENTER] for more information

### Post 2 — Take Control

Waiting for a call back is one of the most frustrating parts of a job search — and it doesn't have to be that way.

When your search is reactive, you hand over all the control. You apply, you wait, and you hope. Careershift flips that dynamic entirely. Research 653K+ employers to understand what they pay, whether they're growing, and if they're actively hiring right now. Find the right person on the



inside. Reach out with a personalized message in seconds. Know exactly who you're targeting and why — before you ever hit send.

It's free for all [INSERT SCHOOL NAME] students and alumni through [NAME OF CAREER CENTER], and it's one of the most powerful tools you might not be using.

Careershift puts you in the driver's seat.

Sign up free → [INSERT BRANDED LANDING PAGE URL] or stop by [NAME OF CAREER CENTER] for more information

### Post 3 — Build Your Network

Not having a big network isn't a disadvantage — it just means you haven't built one yet.

Most people feel like networking is something you either have a knack for or you don't. But the truth is, it's a lot easier when you have the right tools. Careershift gives you access to 270M+ professional contacts so you can find the right person at any company — by name, by role, by school — craft a message that actually feels personal, and start building the kind of relationships that open doors you didn't even know existed.

You don't need to know a lot of people to get started. You just need to know the right ones. And as a [INSERT SCHOOL NAME] student or alum, access is completely free through [NAME OF CAREER CENTER].

Careershift makes it possible for everyone to build a network.

Sign up free → [INSERT BRANDED LANDING PAGE URL] or stop by [NAME OF CAREER CENTER] for more information