

VA CAREERS SOCIAL MEDIA

Brand Ambassador Toolkit



VA



U.S. Department
of Veterans Affairs

CONNECT *with VA careers*

This document includes information on:



VA Careers Social Media Platforms



Setting up VA Profile Badges and Backgrounds



Letting People Know Why You Work at VA



Sample Content and Graphics



Ways to Engage: Your Role as a VA Ambassador

Questions?

If you have questions or would like to request for more information, please email VHARecruitmentMarketing@va.gov.



THE POWER OF THE VA

Social Media Community

Our core values are essential to everything we do at VA.

In our mission to serve those who have served, we are constantly recruiting for top tier candidates across the country and in all sectors. As a VA employee, you are an essential part of the VA community and a resource for our future workforce. Our veterans depend on the strength of this social network.

Within this socially networked world, you likely already know or are connected to a qualified colleague or friend who is interested in working at VA. You may even remember what it was like to go through the application process and may be able to guide others going through the same. At the same time, social media is a great place to expand your own professional network and may even lead to exciting new connections for yourself as your network grows. To that end, we want to connect with you on our social media platforms, where so many of us network today.

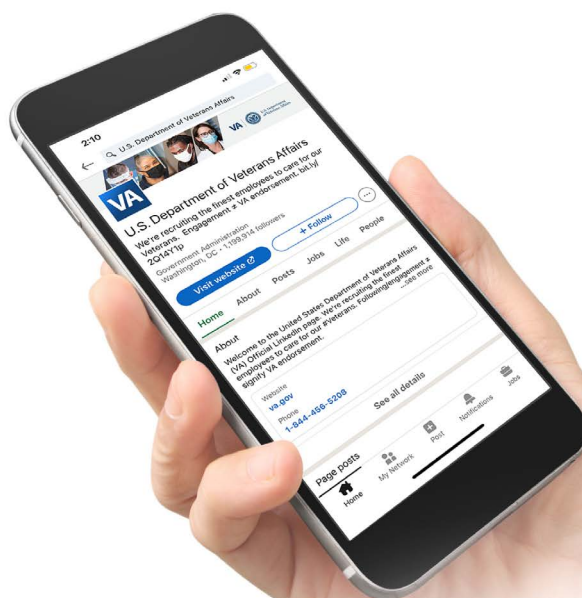
This document provides you with a suite of digital tools and resources that you can use to leverage the VA brand and help you connect with your friends and colleagues interested in starting their career at VA. It includes links to relevant VA pages to follow/like, profile badges and images, suggested written content for posts, social media policy information, and ways to engage in our communities.

Each and every one of us has the power to expand awareness of VA's mission and improve our ability to identify, hire, and retain our nation's leading health care professionals. Together, we can more effectively promote the benefits of working for VA and opportunities to serve our nation's Veterans.



FOLLOW US ON OUR *Social Media Platforms*

VA Careers has a social media presence on **LinkedIn, Facebook, X, Instagram, and YouTube**. The first step to joining the VA community is following us on the social media platforms you typically use.



LinkedIn

LinkedIn is a great resource for professional development. The U.S. Department of Veterans Affairs account on LinkedIn is the one-stop shop for all VA agencies and departments including the Veterans Health Administration (VHA), Veterans Benefits Administrations (VBA), and National Cemetery Administration (NCA).

@U.S. Department of Veterans Affairs LinkedIn:

<https://www.linkedin.com/company/department-of-veterans-affairs>

Be sure to add the U.S. Department of Veterans Affairs as your current employer on LinkedIn. By doing so, you will have access to the “My Company” page, which will allow you to connect with new colleagues and see their trending content. VA will occasionally notify you of relevant content, such as job postings or blog posts, which may interest you or those in your network. We may even recommend content for you to post from time to time, which you will see in Notifications.



Facebook

While LinkedIn is the primary social media source for professional development, Facebook is the most widely used social media platform in the U.S. You can follow VA Careers for career focused content, Veterans Affairs, and a whole host of local VA facilities.

VA Careers Facebook: <https://www.facebook.com/vacareers>
Veterans Affairs: <http://www.facebook.com/VeteransAffairs>
Other VA Accounts: <https://www.va.gov/opa/socialmedia.asp>



X (formerly Twitter)

A great deal of local VA facilities are on X, which means you should be sure to follow them for up-to-date content at the local level.

VA Careers X: <https://twitter.com/vacareers>
Veterans Affairs: <http://twitter.com/DeptVetAffairs>
Other VA Accounts: <https://www.va.gov/opa/socialmedia.asp>



Instagram

Check out VA Careers stories and our regular feed for engaging content that may be attractive to younger audiences.

VA Careers Instagram: <https://www.instagram.com/vacareers/>
Veterans Affairs: <https://www.instagram.com/deptvetaffairs/>
Other VA Accounts: <https://www.va.gov/opa/socialmedia.asp>



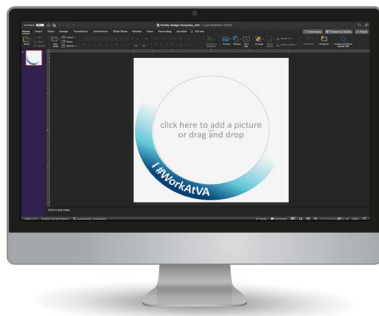
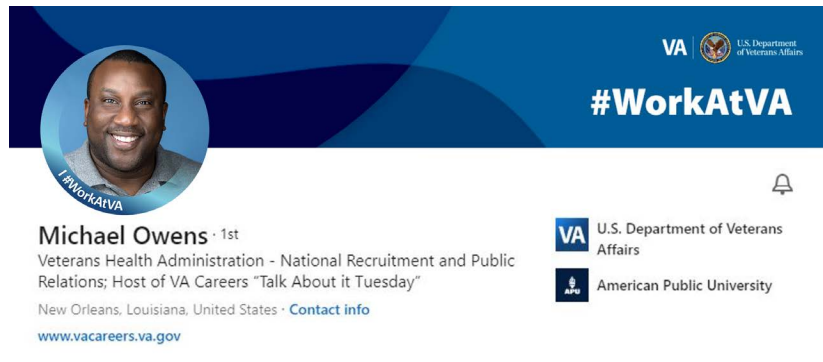
YouTube

You can find inspiration for yourself and others in our videos on YouTube. You can share this content on other social media channels.

VA Careers: [Playlist link](#)

SET UP A VA PROFILE BADGE *and Background*

By setting up a VA profile badge and background, you can **identify yourself easily as a VA employee**. This helps others identify you as a potential resource and lends the legitimacy of the Veterans Affairs brand to your profile.



I #WorkAtVA Badge

1. Use the attached PowerPoint to upload your chosen profile photo.
2. Click where it says "Click Here to Add a Picture or Drag and Drop." Your photo should automatically appear as a circle behind the banner.
3. Save it as a JPG or PNG file and upload it to your LinkedIn account (or other platforms as desired).

Background

1. Download the graphic below and select "Save as Picture" to your computer.
2. Go to your LinkedIn profile and upload by clicking the pencil in the top right corner of your background image and clicking "Change Photo."
3. Go to <https://flic.kr/s/aHBqjzLD7x> and select a banner of your choice.



LET PEOPLE KNOW

Why You Work at VA

From your start as a VA employee through retirement,

you receive enumerable benefits that no doubt add to the satisfaction of a career built on serving those who have served. We invite you to use social media platforms to **share your experience, mission, and benefits of a VA career** with your friends and colleagues. Let people know why you **#WorkAtVA** with these easy steps:



Copy

Copy and paste the text below.



Tailor

Tailor the post to your liking to tell people why YOU #WorkAtVA.



Tag

Don't forget to tag the U.S. Department of Veterans Affairs, VHA, or VA Careers in your post. On Facebook and LinkedIn, you'll need to type the @ symbol and begin typing the name of the account until the correct tag populates.



LinkedIn Example

I #WorkAtVA because I believe in serving those who have served... If you're interested in working at [@U.S. Department of Veterans Affairs](#), reach out to me to learn more about the application process, benefits, and what it's like to work at VA.

Facebook / X Example

I #WorkAtVA because I believe in serving those who have served... Reach out to me or my colleagues [@VACareers](#) to learn more about what it's like to work at VA.

Graphics

You can upload the following [graphic](#) with your post. Save it like you did the banner above by right clicking the graphic below and select “Save as Picture” to your computer.



Post!

Create a post

VA U.S. Department of Veterans Affairs
Anyone

I #WorkAtVA because I believe in serving those who have served... If you're interested in working at @U.S. Department of Veterans Affairs, reach out to me to learn more about the application process, benefits, and what it's like to work at VA.

#WorkAtVA

#work #like #veterans

Anyone Post

Copy

Tailor

Graphics

Tag

WAYS TO ENGAGE:

Your Role as a VA Ambassador

Answering Questions from Applicants and VA Social Media Policies

At VA, our core values – Integrity, Commitment, Advocacy, Respect, and Excellence – should carry over into everything we do. It is important that we meet those seeking employment at VA with those same core values. We encourage you to help answer questions for those considering or navigating the application process. Just keep in mind that all engagement should follow [VA social media policies](#). There may be negative content out there, but try to engage only with positive, sincere applicants.

Post Jobs in Your Field/Location

Post [jobs](#) in your field or location. Stay up to date with postings on our social accounts and repost/retweet.

Link to Resources

Familiarize yourself with VA Careers resources at www.vacareers.va.gov including information on [Employee Benefits](#) and the [Application Process](#).

“Talk About It Tuesday”

Every Tuesday at noon ET, VA Careers hosts “Talk About It Tuesday” on LinkedIn Live. Please join us for guest interviews and help us answer questions in the chat. If you are interested in talking about your application experience or your professional field on the program, please reach out to VHARecruitmentMarketing@va.gov.

Review VA

We encourage employees to write a review of VA on their preferred job site, giving their respectful and honest feedback.



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More Information and Resources

If you have questions on the resources provided here or are interested in other ways to engage with VA Careers, do not hesitate to reach out to VHARecruitmentMarketing@va.gov.