

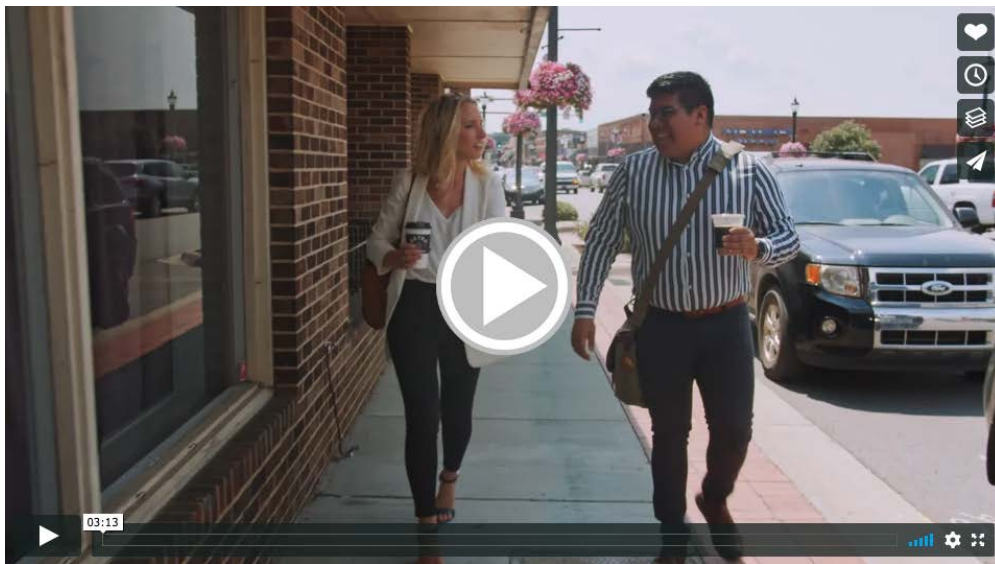
# CAREER CONNECTIONS

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## FACEBOOK CAREER CONNECTIONS

[Career Connections](#) is a Facebook initiative that expands student access to meaningful careers in their communities, while contributing to the growth of local businesses.

### Benefits for Students



Career Connections aims to support students from diverse backgrounds to build social and professional capital, develop skills for the 21st-century job market and gain entry points to in-demand career opportunities in their local communities. The program provides an on-ramp to career paths for underserved and underrepresented students by:

- **Training students on professional skills:** Students are trained in soft skills (i.e. interpersonal and communication skills) and hard skills (i.e. digital marketing and social media management).
- **Connecting them to paid local internships:** Internships are 3 months long with a 20-hour-per-week minimum and pay 30% above state minimum wage.
- **Supporting them through a network of mentors:** Career Connections Fellows receive ongoing virtual mentorship from Facebook employees through regular video conferencing calls.

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## Benefits for Businesses



Career Connections supports local employers' ability to hire and retain emerging talent in their local community, thereby nurturing the next generation of the workforce while increasing local economic prosperity. This program provides:

- **A qualified CC Fellow who's trained as a digital marketer to drive business goals:** The Facebook-trained Career Connections Fellows drive customer acquisition and increase brand awareness and sales.
- **Rewards and recognition:** Local employers receive Facebook and Instagram ad credits and are recognized on the Facebook Career Connections' website as a Business Partner.
- **Knowledge sharing and training:** Businesses receive LinkedIn Learning access and in-person training focused on internship best practices, diversity & inclusion and social media marketing.
- **Connection to Facebook:** Businesses have access to office hours with Facebook, and ongoing communication with Facebook through newsletters and tech support.

Career Connections Fellowships align to the school schedule, with 3-month cycles coinciding with spring and summer semesters. Employers can choose to apply to any cycle(s). The summer 2020 cycle begins on May 18<sup>th</sup>, 2020, when Career Connections will be serving students and employers in North Central New Mexico and Central Arkansas.

**We look forward to partnering together!**

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