



# 10 IDEAS TO SHARE THE WEBSITE

- ❑ **WEBSITE:** Link to the FindYourCenterNC.com website on your company/organization website. (logo included in toolkit)
- ❑ **SOCIAL MEDIA:** Use #FindYourCenterNC to push FindYourCenterNC.com related content on social media. (sample social media posts included in toolkit)
- ❑ **NEWSLETTER:** Include information about the FindYourCenterNC.com tool in an e-newsletter to members. (sample newsletter language included in toolkit)
- ❑ **BLOG:** Post a blog entry about the FindYourCenterNC.com tool and its importance for employer and job seekers on your company/organization website.
- ❑ **PRESENTATIONS:** Highlight the FindYourCenterNC.com tool in presentations/speaking engagements or invite a representative from PTRC to present on the tool at an upcoming event. (sample PPT slides included in toolkit)
- ❑ **OP-EDS/LETTERS TO THE EDITOR:** Submit opinion editorials or letters to the editor highlighting the FindYourCenterNC.com tool in your local newspaper.
- ❑ **MEETINGS:** Use talking points to introduce the FindYourCenterNC.com tool in meetings with public officials, business executives and site selection consultants. (talking points included in the toolkit)
- ❑ **RELOCATION PACKAGES:** Leverage the real-time information on FindYourCenterNC.com in HR talent attraction or relocation packages.
- ❑ **MARKETING MATERIALS:** Feature the FindYourCenterNC.com logo and a description in marketing or collateral materials.
- ❑ **MEDIA INTERVIEWS:** Use FindYourCenterNC.com messaging in media interviews.

**QUESTIONS? Contact Jessica Raby, Workforce Program Manager for the Piedmont Triad Regional Council at [jraby@ptrc.org](mailto:jraby@ptrc.org).**