

Tear the Paper Ceiling – Suggested Social Copy *Transforming Hiring & Diversifying Talent Campaign*

Use the sample copy below to post on your organizational and/or personal social channels. Pair the following copy with the social graphics that you can download [here](#).

We encourage you to use our campaign hashtags **#TearThePaperCeiling** and **#HireSTARS** any time you share relevant content that highlights the Transforming Hiring & Diversifying Talent – Tear the Paper Ceiling campaign.

Facebook, Instagram

Story Posts – The 9x16 assets listed below can be posted on Facebook and Instagram Stories without accompanying post copy. Please note that all frames should be used when posting each asset; for example, if using “The Paper Ceiling – 6 Frame Story #1,” please post all six frames, in the order specified. Additionally, we encourage you to accompany your 9x16 Story post with a 1x1 in-feed asset with post copy to further contextualize the issue and campaign for your followers.

- The Paper Ceiling - 3 Frame Story – 9x16
- The Paper Ceiling - 6 Frame Story #1 – 9x16
- The Paper Ceiling - 6 Frame Story #2 – 9x16

Facebook, Instagram, Twitter, LinkedIn

In-Feed Posts – These assets are sized 1x1 and can be leveraged on LinkedIn, Twitter, and on Facebook and Instagram as in-feed carousel posts. Assets with multiple frames should be shared in the order specified. Suggested social post copy is below.

- The Paper Ceiling – 3 Frame Carousel – 1x1
- The Paper Ceiling - 6 Frame Story #1 – 1x1
- The Paper Ceiling - 6 Frame Story #2 – 1x1
- The Paper Ceiling Definition - 1x1
- Carousel – Debrena – 1x1
- Carousel – Sandy – 1x1

Sample Social Copy for the following assets (Paper Ceiling):

- The Paper Ceiling – 3 Frame Carousel – 1x1
- The Paper Ceiling - 6 Frame Story #1 – 1x1
- The Paper Ceiling - 6 Frame Story #2 – 1x1
- The Paper Ceiling Definition - 1x1

There’s a flaw in the labor market – a weakness that holds back skilled applicants. STARS, workers Skilled Through Alternative Routes rather than a bachelor’s degree, make up 50% of the workforce and are being held back by the paper ceiling. Learn more at TearThePaperCeiling.org. #TearThePaperCeiling #HireSTARS

Half of the U.S. workforce are STARS, workers Skilled Through Alternative Routes rather than a bachelor’s degree. Find resources for tearing the paper ceiling, the invisible barrier that’s holding back 70+ million skilled workers at TearThePaperCeiling.org. #TearThePaperCeiling #HireSTARS

Don't let degree screens keep you from discovering over 70 million skilled workers. Learn more at [TearThePaperCeiling.org](https://tearthepaperceiling.org). #TearThePaperCeiling #HireSTARs

Your skills speak for themselves. It's time the world listened. Find resources to break through the paper ceiling holding back STARs, workers Skilled Through Alternative Routes, rather than a bachelor's degree at [TearThePaperCeiling.org](https://tearthepaperceiling.org). #TearThePaperCeiling #HireSTARs

Suggested social post copy for STARs Carousel - Debrena - 1x1:

Did you know 50% of workers are STARs, Skilled Through Alternative Routes rather than a bachelor's degree? STARs have earned valuable skills through community college, military service, on-the-job learning, and more. Visit [HireSTARs.org](https://hirestar.org). #HireSTARs

Meet Debrena. Debrena is part of the 50% of U.S. workers that are STARs, Skilled Through Alternative Routes rather than a bachelor's degree. Learn more about STARs and their stories at [HireSTARs.org](https://hirestar.org). #HireSTARs

Suggested social post copy for STARs Carousel - Sandy - 1x1:

Did you know 50% of workers are STARs, Skilled Through Alternative Routes rather than a bachelor's degree? STARs have earned valuable skills through community college, military service, on-the-job learning, and more. Visit [HireSTARs.org](https://hirestar.org). #HireSTARs

Meet Sandy. Sandy is part of the 50% of U.S. workers that are STARs, Skilled Through Alternative Routes rather than a bachelor's degree. Learn more about STARs and their stories at [HireSTARs.org](https://hirestar.org). #HireSTARs