

The background image shows the United Nations Secretariat Building in New York City. A long, symmetrical row of flagpoles, each flying a national flag, leads from the foreground towards the building. The flags are of various colors and designs, representing different member states. The building itself is a large, light-colored stone structure with a central entrance and the words "NATIONS UNIES" and "NATIONS" visible on its facade. The sky is overcast.

# Creative Gallery

Talent brand advertising  
examples and best practices  
from government organizations  
across the globe



# Shared Services Canada

Tip #1: Always run 4 pieces of content per campaign/audience



Our frequency cap allows members to see up to 4 pieces of creative from an advertiser in 48 hours. Maximize performance by keeping 4 ads live at all times.

**Shared Services Canada | Services partagés Canada**  
12,890 followers  
Promoted

Share your IT knowledge and find solutions in a young and dynamic workplace where exciting things are happening!



Canada

Be part of the future of IT in Canada >

**Shared Services Canada | Services partagés Canada**  
12,890 followers  
Promoted

Even in non-IT roles like Finance or HR, we offer you the right workplace to develop your skills and reach your goals.



Canada

More than just IT >

**Shared Services Canada | Services partagés Canada**  
12,890 followers  
Promoted

Build meaningful relationships with our leaders. Enjoy a workplace where you feel supported, fulfilled and inspired every day.



Canada

Our Leaders are People First >

**Shared Services Canada | Services partagés Canada**  
12,890 followers  
Promoted

At SSC, leadership is encouraged at all levels. Keep up with the pace of where we are going with government IT. Follow us.



Canada

Walk side by side with our leaders >

Creative variation #1

#2

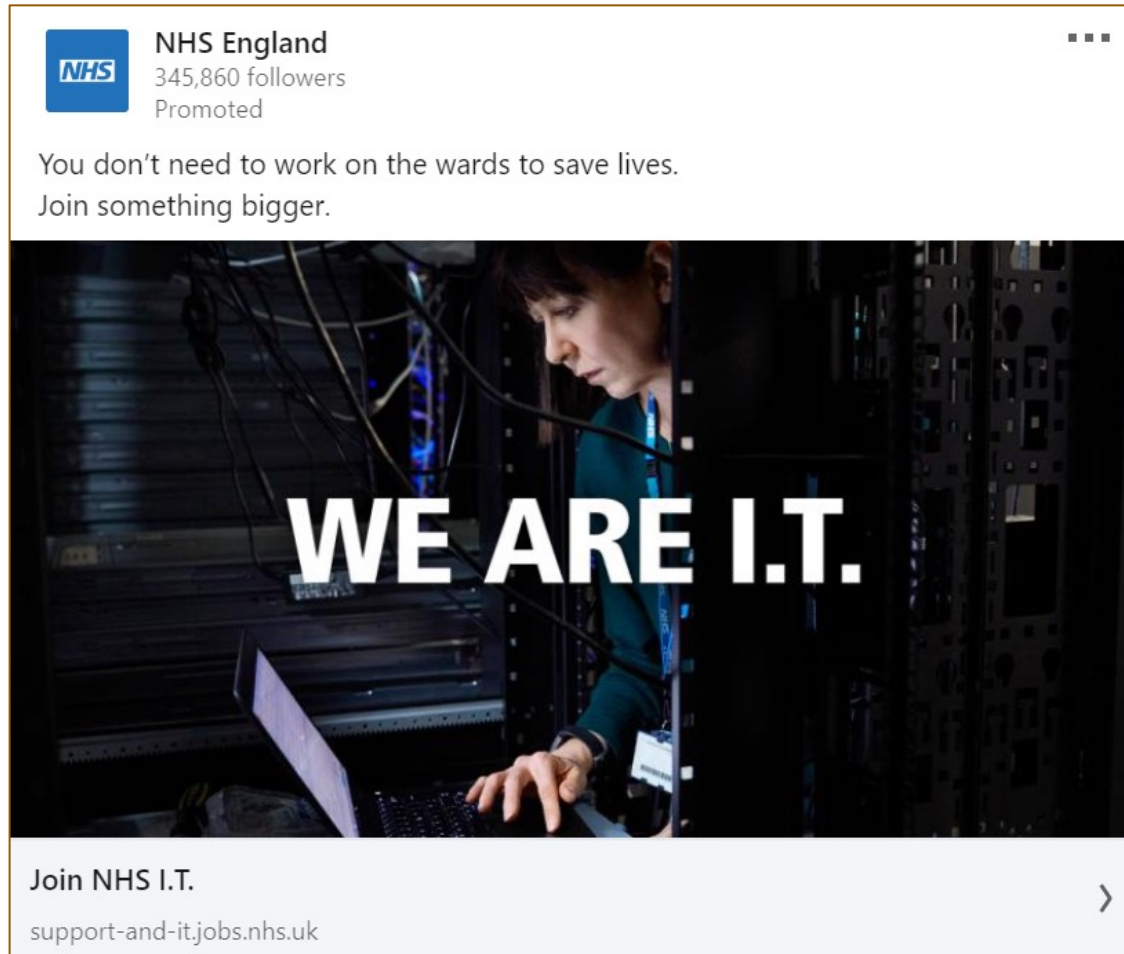
#3

#4



# NHS England

**Tip #2:** Use rich media images with bold text overlay to stand out in the newsfeed



80% of Sponsored Content clicks come from mobile so make sure your content looks great on small screens and ensure your landing page is mobile optimized.

# Communications Security Establishment

Tip #3: Keep intro text under 150 characters including landing page URL

CSE  
CST  
Canada

Communications Security Establishment | Centre de la sécurité des télécommunications

5,015 followers

Promoted

We can't get into a lot of detail until you join our team, but CSE has capabilities that don't exist anywhere else <https://lnkd.in/exUZKKU>



 Communications Security Establishment

Centre de la sécurité des télécommunications



Join CSE

cse-cst.gc.ca

 181

 12 Comments

138 characters



# Health Canada

## Tip #4: Speak directly to your target audience



**Did you know?** Specific audience callouts can help prevent paying for clicks from unqualified or irrelevant audiences.



# Elections Canada

**Tip #5:** Include a strong call to action in your ad copy, tell members exactly what to do

 **Élections Canada | Elections Canada**  
5,152 followers  
Promoted

Find out if you have the skills to manage an election as a returning officer in the riding of Calgary Forest Lawn. Apply by December 22. <https://lnkd.in/et46GwM>



**Elections Canada**

Have what it takes? >


elections.ca

 10




# Marine Corps Recruiting

Tip #6: Engage your audience with multiple ad formats


 **Marine Corps Recruiting**  
176,352 followers  
Promoted

A fight with purpose is never fought alone. In the battles ahead, Marines fight together for our Nation. This is our purpose. This is our fight.




Fought by each of us. Won by all of us. Find your purpose in ours.  
[marines.com](#)

[Learn more](#)


 179 · 5 Comments

Single Image

Carousel

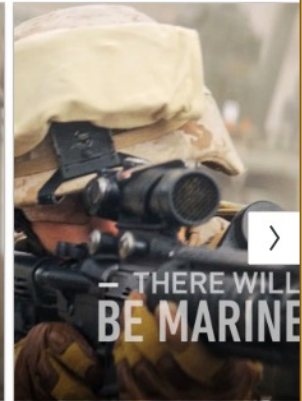
 **Marine Corps Recruiting**  
176,352 followers  
Promoted

A purpose to win. No matter the battle, no matter the enemy.



— WHERE THERE —  
**ARE BATTLES**

United by purpose



— THERE WILL —  
**BE MARINE**


The fighting spirit calls



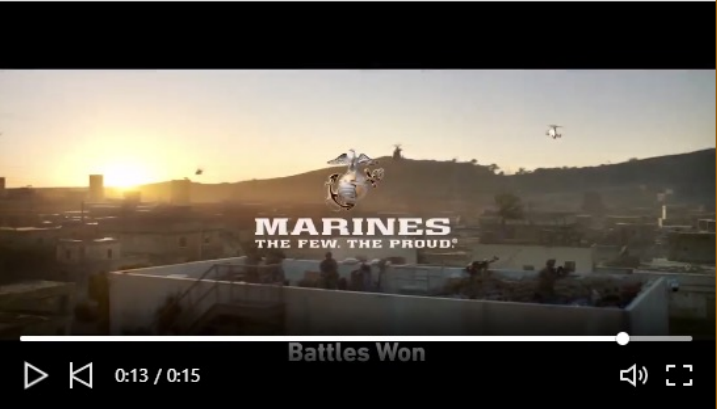
**MARINES**

Win our Nation's battles

Video

 **Marine Corps Recruiting**  
176,352 followers  
Promoted

In the fight for a common purpose, Marines experience an uncommon sense of belonging. But you don't get to belong to this – until you become this.




**Battles Won**

0:13 / 0:15

Fought by each of us. Won by all of us. Find your purpose in ours.

[Learn more](#)


 161 · 3 Comments

# Canadian Armed Forces | US Army

Tip #7: Tap into emotion with bold messaging


**Canadian Armed Forces | Forces armées canadiennes**  
51,668 followers  
9mo

Take command of the skies as an Aerospace Control Officer.  
<https://lnkd.in/dr7DQHf>




Waiting for your career to take flight? The CAF is hiring!  
[canada.ca](https://canada.ca)

194 • 2 Comments

**GoArmy**  
1,487 followers  
Promoted

Continue exploring all the paths that will fuel your passion. Find the right job for you in over 150 careers in the Army.



Start your journey today  
[goarmy.com](https://goarmy.com)


[Learn more](#)

71 • 2 Comments





# Canadian Armed Forces | US Army | Dept of Veteran Affairs


Tip #8: Highlight what sets your company apart from other organizations

**Canadian Armed Forces | Forces armées canadiennes**  
63,094 followers  
Promoted


Joining the Forces lets you **make a positive impact**. No matter which career opportunity you choose, you'll be able to contribute to the health, safety, and advancement of individuals and communities, both in Canada and around the world. Learn more: <http://bit.ly/2IH1u63>

**FORCES JOBS**




 7

**GoArmy**  
1,487 followers  
Promoted

U.S. Army Nurse Corps **provides an advanced education** for nurses who value patient care to expand their skills. Interested? Learn more.



Advanced Education for Nurses  
[goarmy.com](http://goarmy.com)  
[Learn more](#)

   214 · 6 Comments

**U.S. Department of Veterans Affairs**  
770,644 followers  
Promoted

Learn how you can **#transition your #military training and skills** to help your fellow **#Veterans**. Pursue a **#healthcare** career at **U.S. Department of Veterans Affairs** today. **#ChooseVA**




  U.S. Department of Veterans Affairs  
**TRANSITIONING MILITARY**

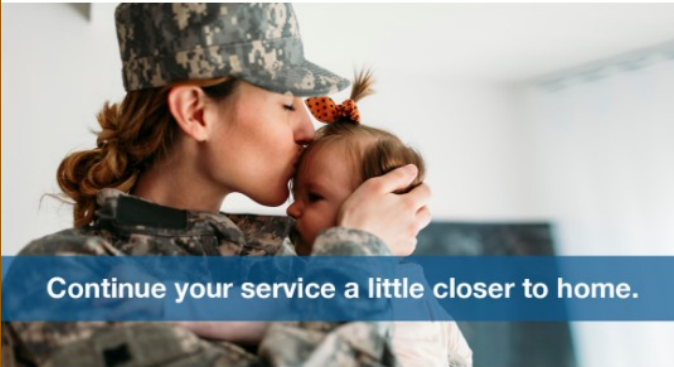
  329 · 4 Comments

# U.S. Customs and Border Protection

Tip #9: Customize content to resonate with a diverse candidate pool

 **U.S. Customs and Border Protection**  
98,150 followers  
Promoted

As a CBP Officer, you can enjoy the comforts of home while defending it.  
<https://lnkd.in/gBwc4Vx>




**Continue your service a little closer to home.**

We're Looking For Qualified Veterans. [cbp.gov](#)

36 · 1 Comment

 **U.S. Customs and Border Protection**  
98,150 followers  
Promoted


Air Interdiction Agents enjoy a job like no other. Join our growing team.  
<https://lnkd.in/g6xAqeD>




**Put a little adventure in your morning commute.**

Become an Air Interdiction Agent. [cbp.gov](#)

120 · 3 Comments

 **U.S. Customs and Border Protection**  
98,150 followers  
Promoted

As a Border Patrol Agent, you can continue your service a little closer to home.  
<https://lnkd.in/ggPjVVy>



**Service and honor never retire.**

We're Looking For Qualified Veterans. [cbp.gov](#)

81 · 5 Comments

# Ministry of Defence of Singapore

Tip #10: Showcase workplace experience through employee testimonials

**Ministry of Defence of Singapore**  
8,996 followers  
Promoted

Defend Singapore as a DXO with your unique skills and experience



**DEFENCE  
EXECUTIVE OFFICER**



"I get to attend courses that equip me with the skills to value-add and improve on my current role."


**RAZALE NORDIN**  
ASSISTANT DIRECTOR  
(INS RELATIONS & ENGAGEMENT)

Diverse career path for every interest

Training for different career stages

 Like  Comment  Share

   143 · 6 Comments



"I get to attend upgrading courses that equip me with the skills to value-add and improve on my current role."

**RAZALE NORDIN**  
ASSISTANT DIRECTOR  
(INS RELATIONS & ENGAGEMENT)

DXO

Training for different career stages





A purpose-driven career awaits at [www.mindef.gov.sg/dxo](http://www.mindef.gov.sg/dxo)

Make your next move a fulfilling one



# City of Calgary

Tip #11: Include relevant hashtags to make your content more easily discoverable


**City of Calgary**  
82,724 followers  
3mo • Edited • 


✓ Following ...

Would working for The City of Calgary work for you? Working as a Peace Officer isn't just a job, it's a rewarding career that supports work-life balance and offers competitive wages, pensions, and benefits. To learn more about becoming a Peace Officer, drop by the MRU Career Expo on March 4th 10 a.m. - 3 p.m Ross Glen Hall | Mount Royal University

#cityofcalgary #ccs #bylaws #peaceofficers #communitypeaceofficer #complianceofficer #municipalities #enforcement #recruiting #calgarycommunitystandards #officers #calgary #lawenforcement #publicsafety #calgarytransit

[See translation](#)



 154 • 13 Comments

**City of Calgary**  
83,611 followers  
1mo • Edited • 

...

We're hiring Transportation Engineers to lead and oversee complex high-priority transportation projects and initiatives within The City. Connect with [David Fletcher](#), or apply today at <https://lnkd.in/gMG97DS> #engineeringcareers #engineering #transportation


[See translation](#)




 77 • 4 Comments

# UK Home Office

Tip #12: Boost organic content to engage new audiences beyond your follower base




 **UK Home Office**  
98,975 followers  
Promoted




Be one of the 20,000 new police officers and be a force for all you believe in.




**BE A FORCE FOR ALL**  
BE ONE OF THE 20,000 NEW OFFICERS


Join the police [Learn more](#)  
[joiningthepolice.co.uk](https://joiningthepolice.co.uk)

 Like  Comment  Share

   413 · 17 Comments




 **UK Home Office**  
98,975 followers  
Promoted


If you want to make a difference, join the police.




**BE A FORCE FOR THEIR FUTURE**  
BE ONE OF THE 20,000 NEW OFFICERS

Be an inspiration [Learn more](#)  
[joiningthepolice.co.uk](https://joiningthepolice.co.uk)

 Like  Comment  Share

 26




 **UK Home Office**  
98,975 followers  
Promoted



If you want to make a difference, join the police



**BE A FORCE FOR CALM**  
BE ONE OF THE 20,000 NEW OFFICERS

Join the police [Learn more](#)  
[joiningthepolice.co.uk](https://joiningthepolice.co.uk)


 Like  Comment  Share

   234 · 15 Comments



# DFAT Ireland | City of Edmonton | City of Toronto

**Last tip:** Don't forget about the next generation. There are 64M+ students and recent college grads on LinkedIn.



**Department of Foreign Affairs and Trade, Ireland**  
10,319 followers  
6mo • 🌐


Are you looking for an exciting internship? 🌐📄📁

A number of opportunities are currently available with the Department of Foreign Affairs and Trade in Dublin and Geneva in various policy areas.

Visit <https://lnkd.in/dQx8nmZ> to learn more.


#foreignaffairs #internship #jobfair

[See translation](#)




**Career Opportunities**  
dfa.ie

👍❤️ 90 • 1 Comment



**City of Edmonton**  
70,980 followers  
4d • 🌐




Fire Cadet applications are open to high school students until June 15, 2020!

Edmonton Fire Cadets build important life and leadership skills required in professional firefighting and emergency response services. Learn more about this year's program at <https://bit.ly/2TvEB4h>


Check out our recruitment brochure here: <https://bit.ly/2ZrNuzN>

[See translation](#)




**Fire Cadets**  
edmonton.ca • 2 min read

👍 11



**City of Toronto**  
178,079 followers  
4mo • Edited • 🌐




Attention students: We're **#hiring** 20 Summer Research Interns! In this role, you will be responsible for assisting in research and supporting the development of programs, strategies & policies at **#CityofTO**.

Posting closes February 3. Apply today at <http://bit.ly/2TGWUog>

Hali Farah **#jobs #applytoday #internship**

[See translation](#)



**Summer Research Internship**  
jobs.toronto.ca

👍❤️👏 314 • 16 Comments

