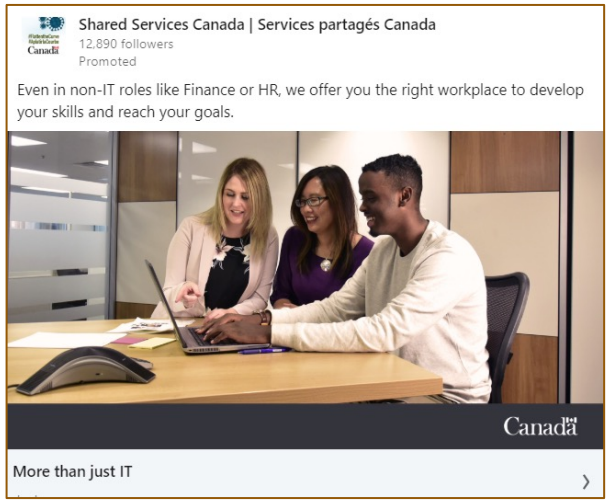
Creative Gallery

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

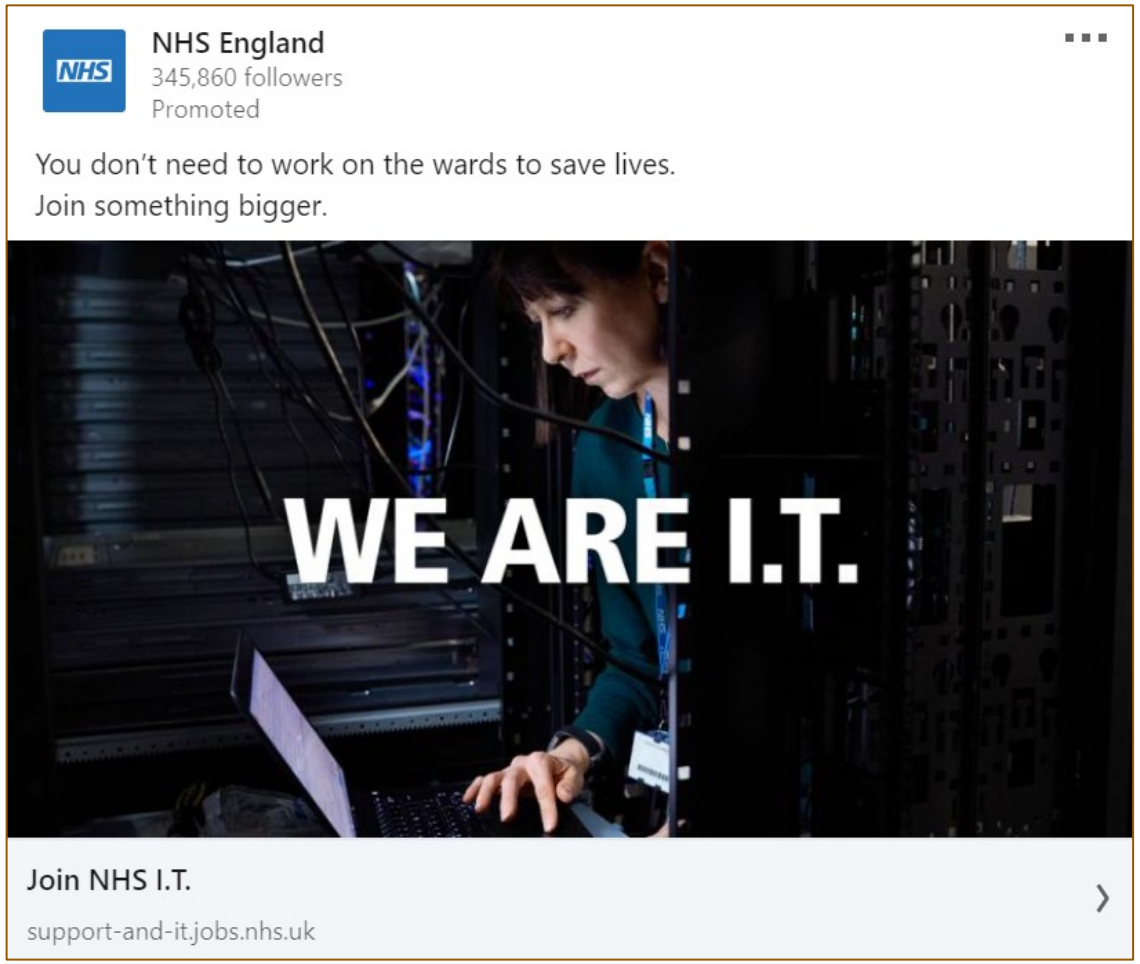
Our frequency cap allows members to see up to 4 pieces of creative from an advertiser in 48 hours. Maximize performance by keeping 4 ads live at all times.



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

138 characters

Health Canada

Tip #4: Speak directly to your target audience

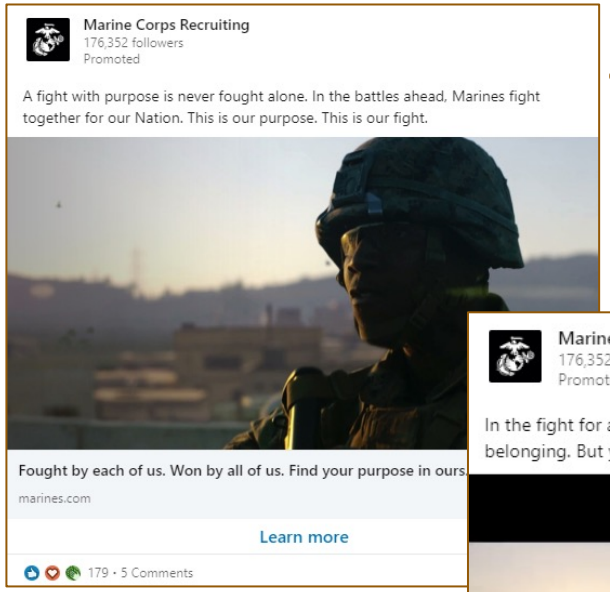
Did you know? Specific audience callouts can help prevent paying for clicks from unqualified or irrelevant audiences.

Elections Canada

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

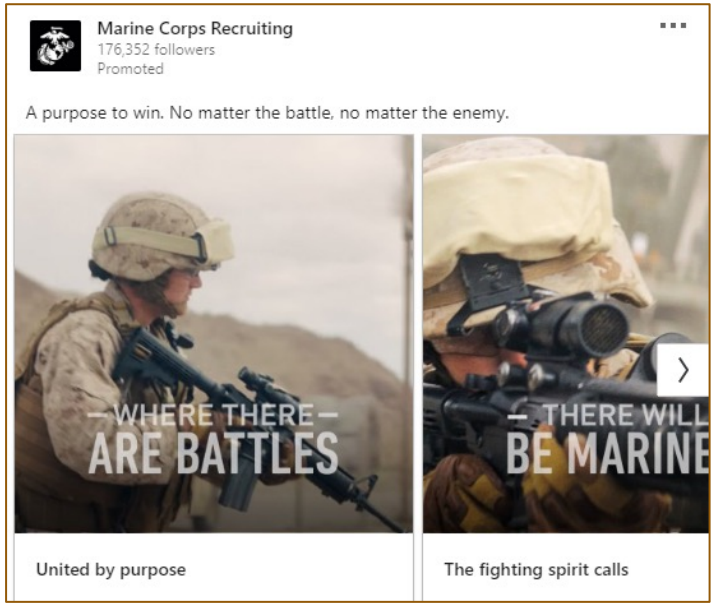
Marine Corps Recruiting

Tip #6: Engage your audience with multiple ad formats

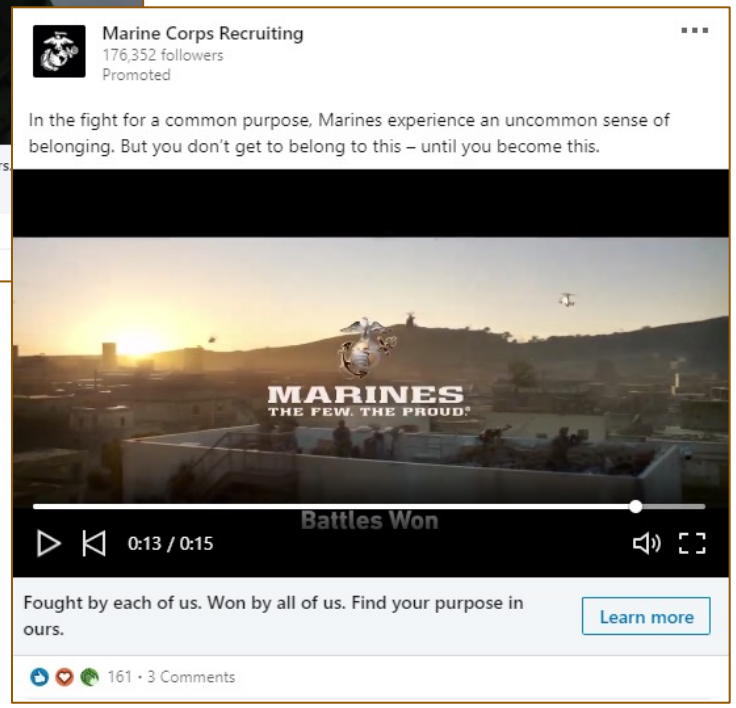


Single Image

Carousel

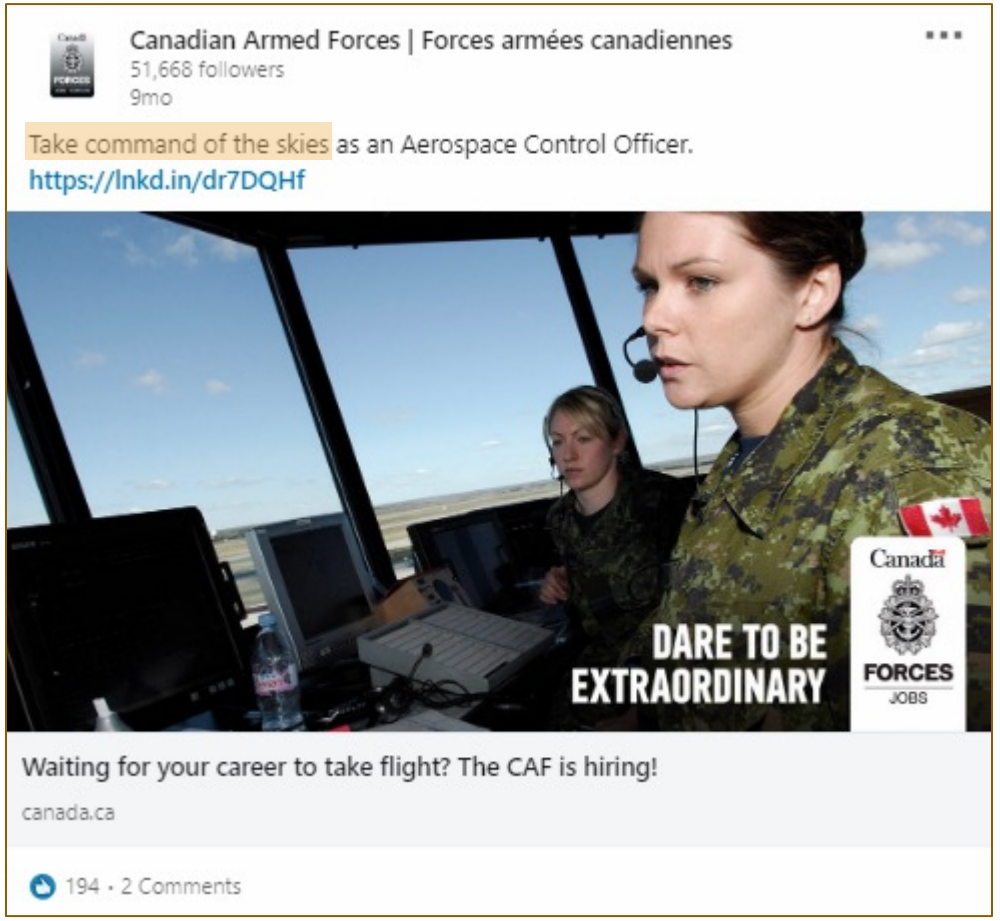


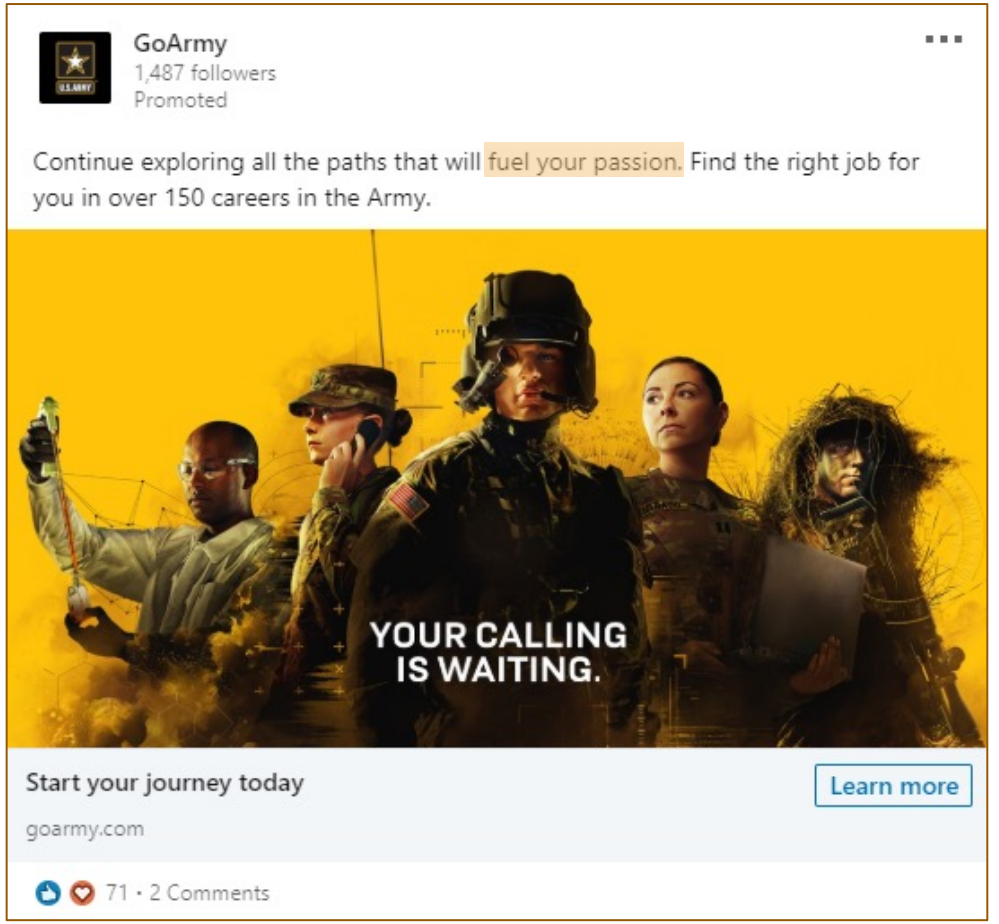
Video



Canadian Armed Forces | US Army

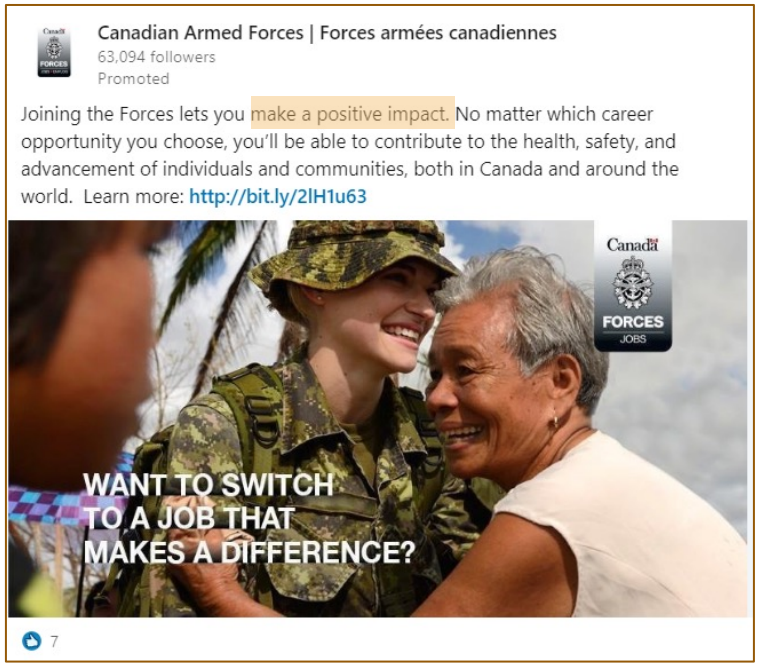
Tip #7: Tap into emotion with bold messaging

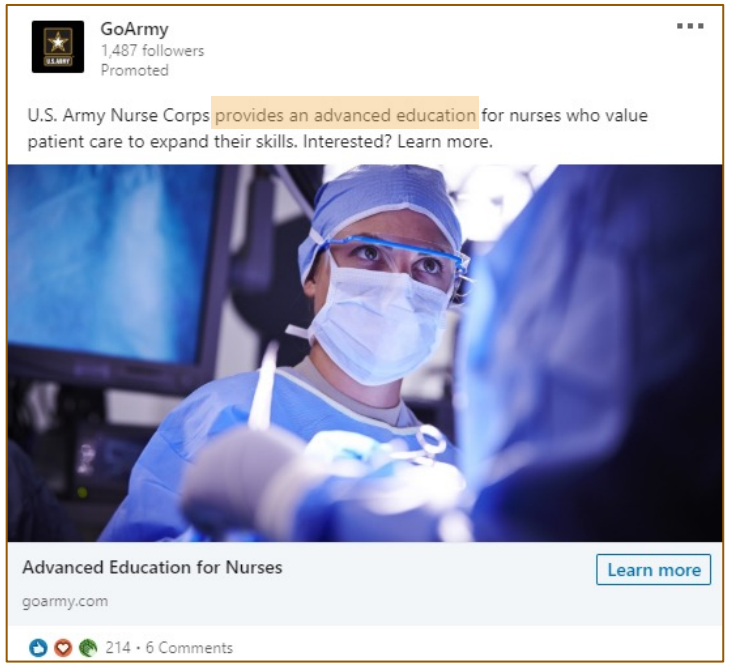




Canadian Armed Forces | US Army | Dept of Veteran Affairs

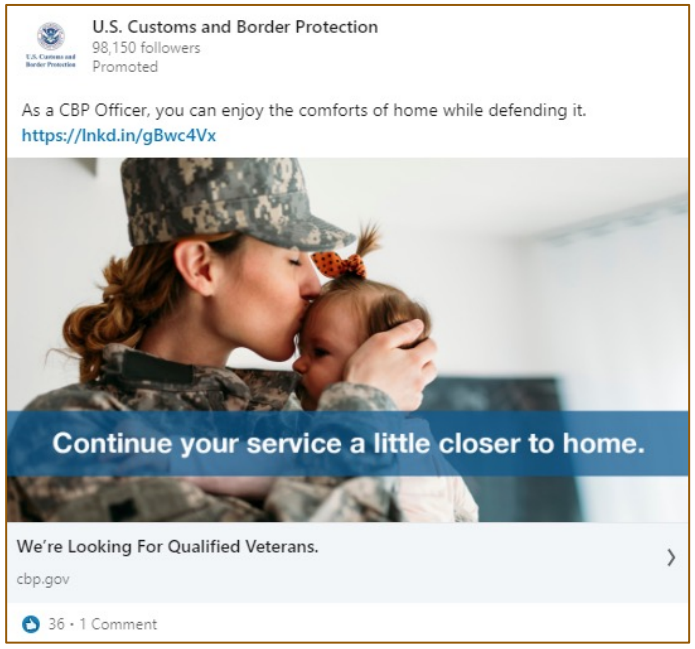
Tip #8: Highlight what sets your company apart from other organizations

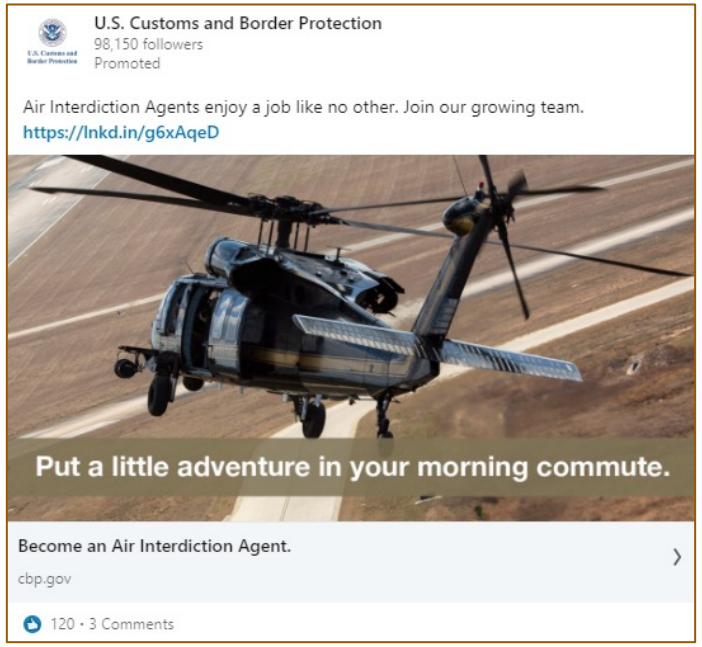


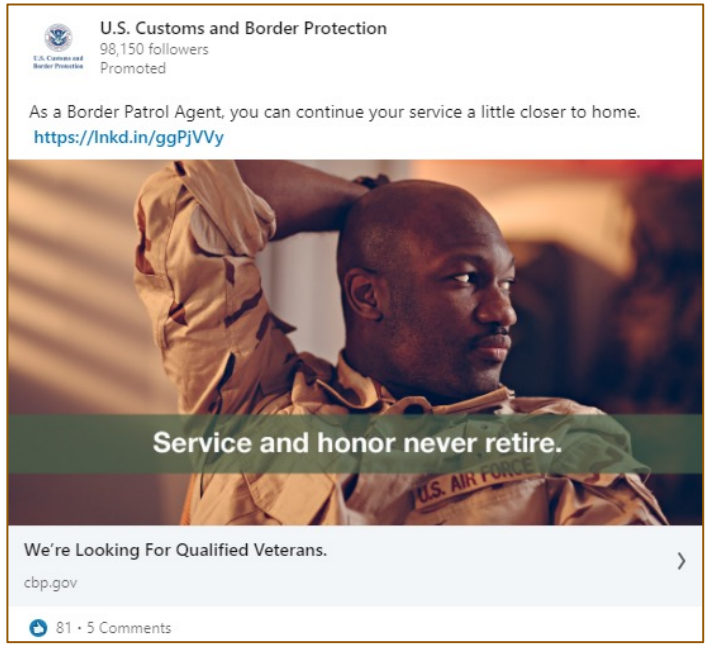


U.S. Customs and Border Protection

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

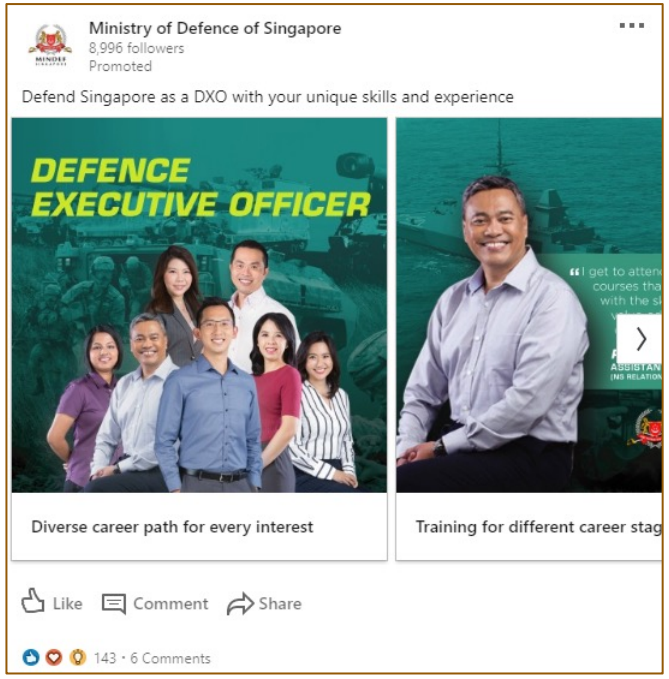






Ministry of Defence of Singapore

Tip #10: Showcase workplace experience through employee testimonials



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 •

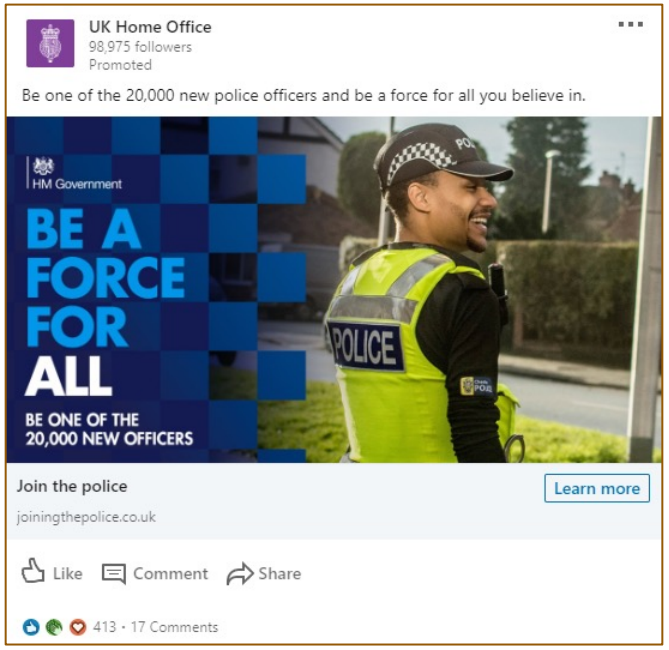
We're hiring Transportation Engineers to lead and oversee complex high-priority transportation projects and initiatives within The City. Connect with David Fletcher, or apply today at https://lnkd.in/gMG97DS #engineeringcareers #engineering #transportation

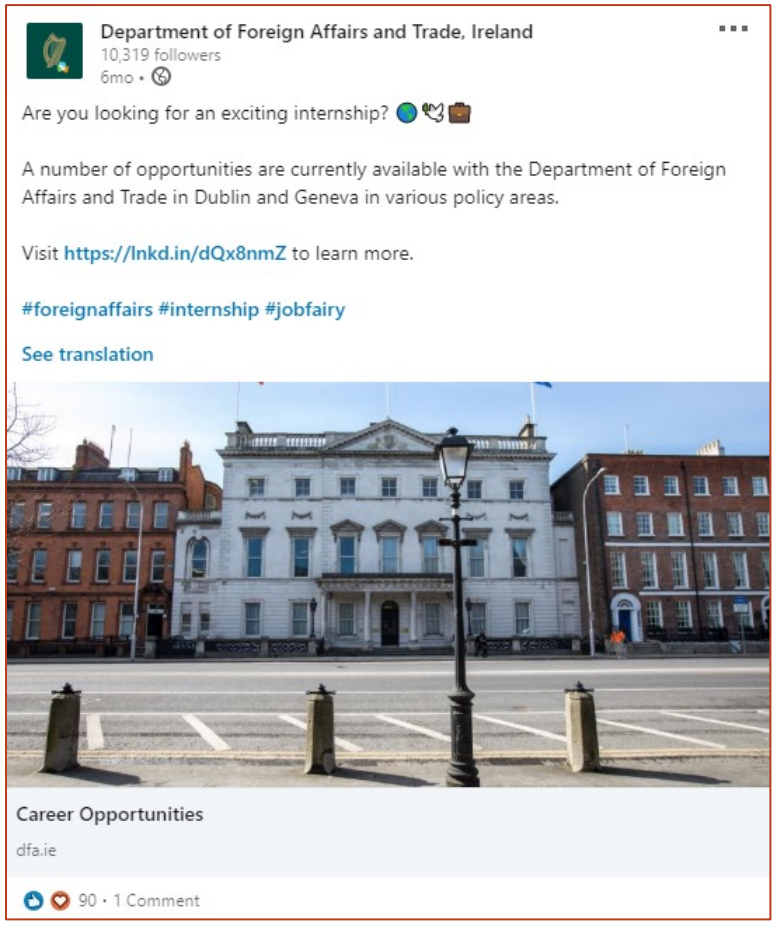
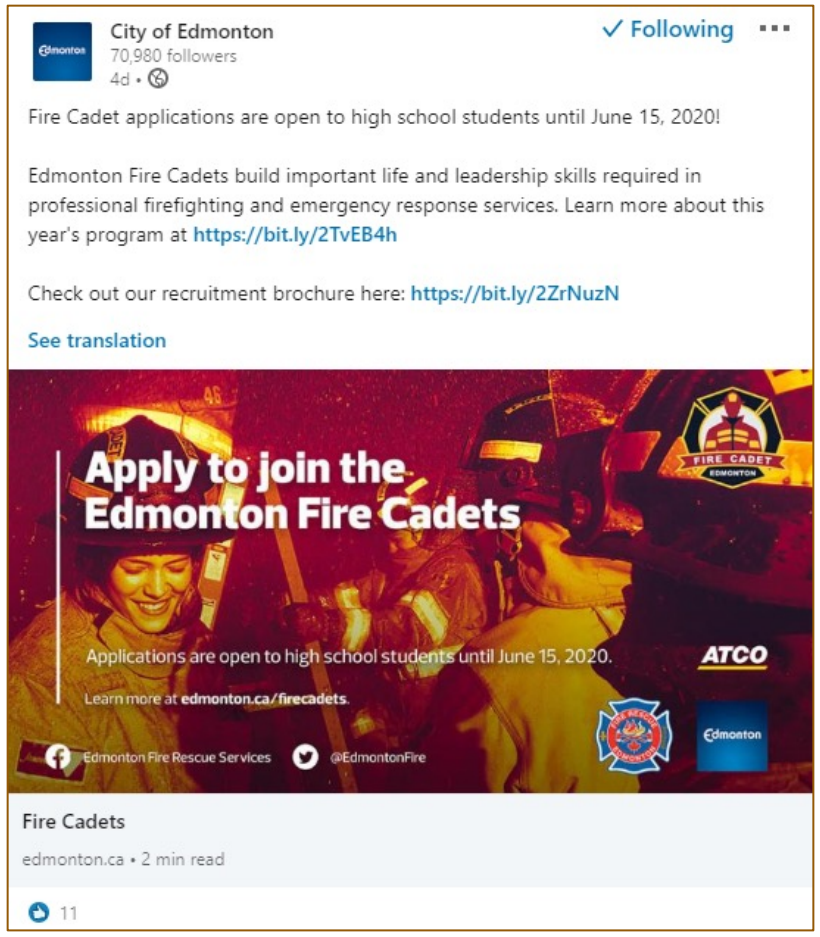
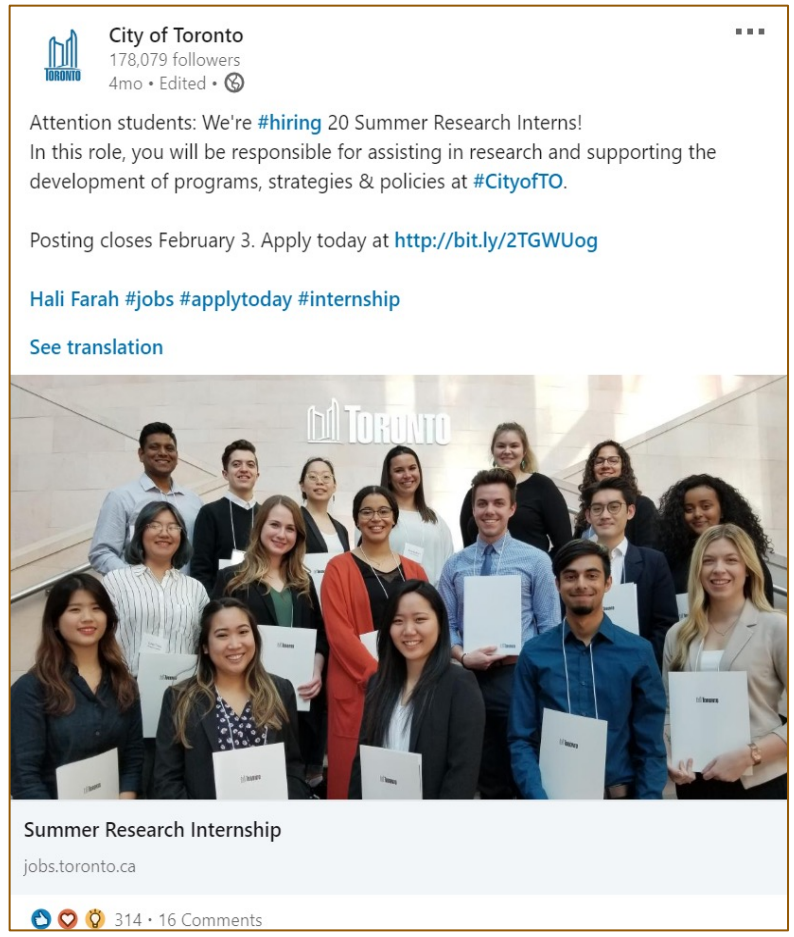
See translation

77 • 4 Comments

UK Home Office

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



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.