**Social Media Guide for Job Genius™ Videos**

**YouTube**

Job Genius™ videos are available on the Express YouTube channel. If you share Job Genius™ through online access, you can post a link to your Facebook, Twitter, or LinkedIn accounts. Suggested messages are provided to post along with each video link.

If you are part of an organization not affiliated with Express and are sharing these videos with your audience, make sure to mention your local Express office, [Express Employment Professionals - Headquarters](https://www.facebook.com/ExpressEmploymentProfessionals) on Facebook or [@ExpressPros](https://twitter.com/expresspros/) on Twitter.

Here are the YouTube links you can share:

* [Job Genius™ Introduction](https://www.youtube.com/watch?v=_Bqk6E780fQ)
* [Job Market Forecast](https://www.youtube.com/watch?v=FFAkQERoRTg)
* [Finding Job Opportunities](https://www.youtube.com/watch?v=HMZqpLh_cJw)
* [The Resume](https://www.youtube.com/watch?v=VUPBTXAzL0Q)
* [Interviewing](https://www.youtube.com/watch?v=rf1EmgHPVsU)
* [After the Interview/Getting Hired](https://www.youtube.com/watch?v=rhs5Ejaq1Mw)
* [Career Pathing](https://www.youtube.com/watch?v=OYxFwoknvXI)
* [Soft Skills for Career Success](http://bit.ly/2DmnneP)
* [Tips for Money Management](http://bit.ly/2p5F514)
* [Hot Jobs with High School Diplomas and Apprenticeship](http://bit.ly/2FwpxP7)s
* [Trending Career Tracks for Associate Degrees](http://bit.ly/2tH2hIw)
* [Jobs with Bright Futures for Bachelor’s Degrees](http://bit.ly/2tFVaQG)
* [Job Genius™ Conclusion](https://www.youtube.com/watch?v=IYXlqgA6oSY)

Here are suggested messages you can post along with the respective YouTube video link provided at the end of each message.

**Job Genius™ Introduction**

*Suggested message:* Prepare now for your future career! The Job Genius series will help you make informed decisions about education after school, finding a job, skills needed to enter the workforce, and how to represent yourself in the job search. <http://bit.ly/186Akdj>

**Job Market Forecast**

*Suggested message:* The variety of jobs available are limitless. This Job Genius video will help you learn about trending jobs, industry predictions, pay ranges, and more to help you plan a career path! <http://bit.ly/1CVFr9G>

**Find Job Opportunities**

*Suggested message:* Finding a job can be overwhelming with so many options. Watch this short Job Genius video for ideas on how to find job openings and how to read and understand job descriptions. <http://bit.ly/1yyAcgA>

**The Resume**

*Suggested message:* Resumes open the door to an interview. In this Job Genius video learn about different types of resumes and how to build yours. <http://bit.ly/1yTUrax>

**Interviewing**

*Suggested message:* Be ready to ace your next job interview after watching this Job Genius video. As you watch, you’ll learn how to prepare and show why you are the best match for the position. <http://bit.ly/1E7k0Gp>

**After the Interview/Getting Hired**

*Suggested message:* Are you unsure of what to do after a job interview? This Job Genius video not only guides you through the steps to follow up, but also tells you everything you need to know about starting your new job! <http://bit.ly/1E7k6hh>

**Career Pathing**

*Suggested message:* Are you unsure of your career path for after high school? Watch this Job Genius video to learn how hard and soft skills influence your future career path. <http://bit.ly/1t3j7e5>

**Soft Skills for Career Success**

*Suggested message:* With the help of Job Genius, discover valuable workplace communication skills to set yourself up for success in any workplace. <http://bit.ly/2DmnneP>

**Tips for Money Management**

*Suggested message:* Income, expenses, savings, and credit cards are all things to think about when it comes to managing the money you’ve earned from your job. Learn from Job Genius what you need to know about managing your money to have a positive impact on your future. <http://bit.ly/2p5F514>

**Hot Jobs with High School Diplomas and Apprenticeships**

*Suggested message:* Discover in-demand jobs available to you through specific training programs after earning a high school diploma or GED in this recent Job Genius video. You’ll learn not only what it takes to get them, but also estimated incomes. <http://bit.ly/2FwpxP7>

**Trending Career Tracks for Associate Degrees**

*Suggested message:* Completing your associate’s degree can open many doors for you. Explore some of the in-demand careers available with an associate’s degree in this Job Genius video. <http://bit.ly/2tH2hIw>

**Jobs with Bright Futures for Bachelor’s Degrees**

*Suggested message:* Earning a Bachelor’s degree is only the beginning in your career path. Uncover trending jobs requiring a Bachelor’s degree with the Job Genius video. <http://bit.ly/2tFVaQG>

**Job GeniusTM Conclusion**  
*Suggested message:* Job Genius provides a wealth of information for your career future. Take a moment to watch the conclusion and learn about additional resources and support from Express Employment Professionals to help fuel your job search. <http://bit.ly/1wqKJoJ>