

# Employer Partnership Kit



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TECHNATION<sup>CA</sup>

CAREER  
READY ▾  
PROGRAM

# Career Ready Partnership Kit

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We created this kit as an easy way for you to share information about the Career Ready Program with your network. This kit contains pre-made content for social media, newsletters, and blogs, along with suggested images for each.

Please feel free to personalize the copy and add your own insights, experiences, and testimonials with the Career Ready Program. We'd love to hear how the program helped you and your students!

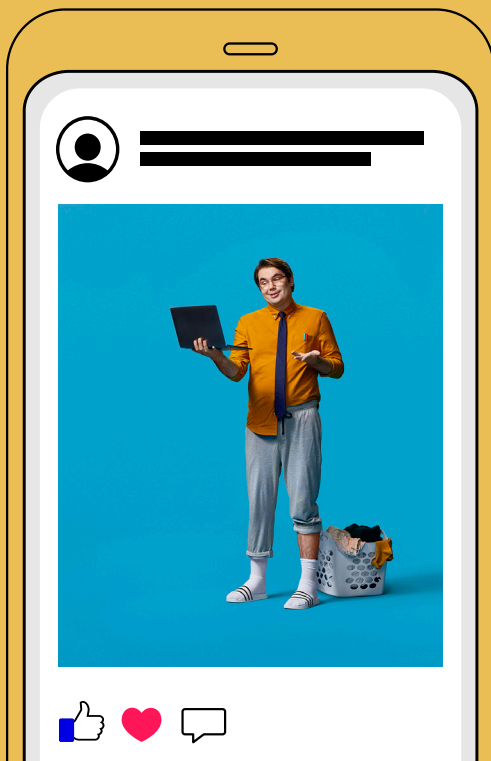
We've linked images throughout the kit, but all images will also be linked on the Marketing Graphics page.

**Thank you for sharing information about our Career Ready Program!**

## Celebrate your Career Ready student and Work-Integrated Learning.

There are so many ways you can celebrate Work-Integrated Learning (WIL) with your new Career Ready student! We encourage you to talk about the benefits of WIL both online and in the office. Here are a few things you can do:

- Employer, industry, and community events
- Student recognition and celebration events
- Resume workshops
- Lunch and learns
- Host a virtual event
- Webinars
- Tell personal stories on social media
- Student stories
- Employer highlights
- Event highlights
- LaunchPad Learning Modules



**Don't forget to share all your WIL events on social media and tag @TECHNATIONca!**

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# Sample Twitter Posts



You can change your business this year with help from a subsidized tech-trained student. Through the @TECHNATIONca #CareerReady Program, you could get up to \$7,000 in funding for a student hire. You can find out more information here: <https://bit.ly/3soB3jw> #WIL #TECHNATION



If you're looking for tech help, a tech-trained student can help! Hire a student and get up to 70% in funding through the @TECHNATIONca #CareerReady Program. More information here: <https://bit.ly/3soB3jw> #WIL #TECHNATION



Need a hand creating a new website? Or how about taking your store online? Hire a 70% funded, tech-trained @TECHNATIONca #CareerReadyStudent to help you with your projects this year. You can find out more information here: <https://bit.ly/3soB3jw> #WIL #TECHNATION



Our experience with the @TECHNATIONca Career Ready Program has been integral to the success of our business. We've been able to do more, sell more, and engage more with our audiences because we had the help from an eager tech-trained student. If you're looking for a way to scale up your business, a #CareerReadyStudent is a great way to do it. More info here: <https://bit.ly/3soB3jw> #WIL #TECHNATION



If you're interested in Work-Integrated Learning, then the @TECHNATIONca #CareerReady Program is for you! A subsidized tech-trained student helped us *[enter how your Career Ready student helped you]*, and they can help you too. More info here: <https://bit.ly/3soB3jw> #WIL #TECHNATION

If possible, attach one of [these images](#) with the tweets:



careerready\_twitter01.jpg



careerready\_twitter02.jpg



careerready\_twitter03.jpg

# Sample Facebook & LinkedIn Posts



Change your business this year with @TECHNATIONca Career Ready funding for a tech-trained student. You could get up to \$7,000 for a student work placement. Whether it's improving IT, social media management, or a website update – a student can help! Find out more here: <https://bit.ly/3soB3jw>



To help our business get through the pandemic, we hired a @TECHNATIONca Career Ready student, and it has had a significant impact in helping our business this year. If you want subsidized help from an eager tech-trained student, the Career Ready Program is for you.

Include link: <https://bit.ly/3soB3jw>



If you're thinking about hiring a student this year, the @TECHNATIONca Career Ready Program has the tools to get you started. Find out more information on how a subsidized student can help you this year.

Include link: <https://bit.ly/3soB3jw>



If you're interested in Work-Integrated Learning, then the @TECHNATIONca Career Ready Program is for you! A subsidized tech-trained student helped us *[enter how your Career Ready student helped you]*, and they can help you too.

Include link: <https://bit.ly/3soB3jw>

If possible, use one of [these images](#) with the Facebook posts:



careerready\_FB01.jpg



careerready\_FB02.jpg



careerready\_FB03.jpg

# E-Newsletter Content

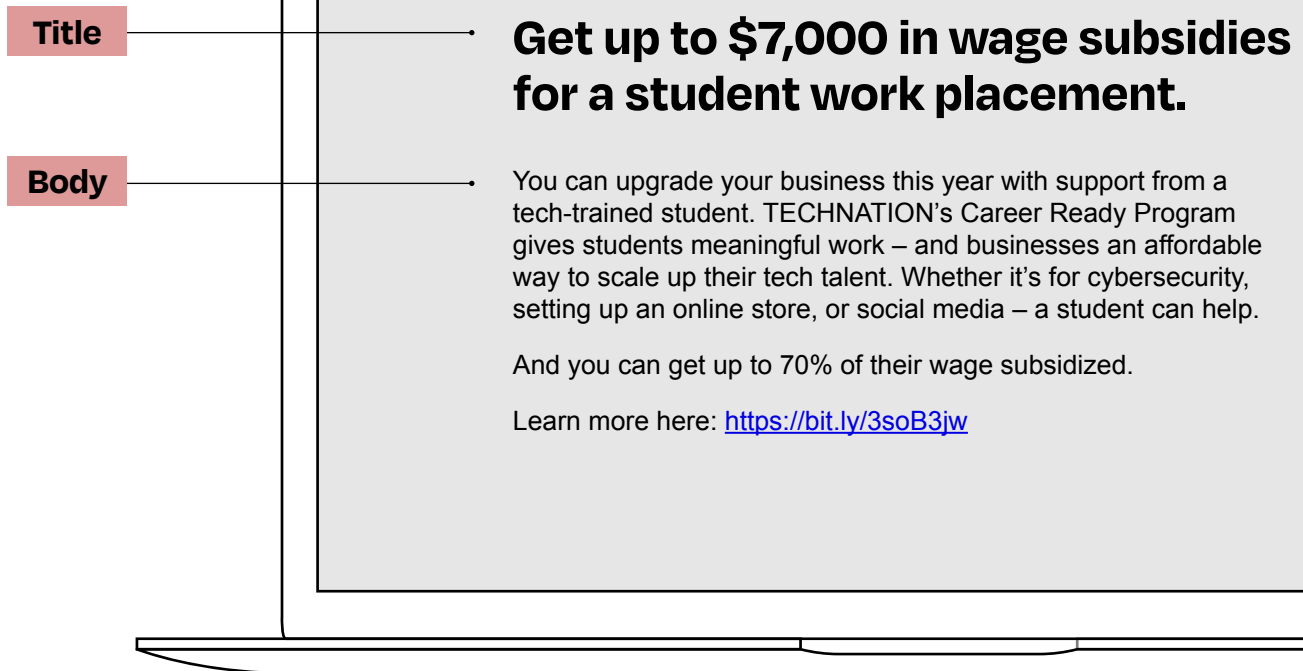


Image options can be found [here](#).



careerready\_eneews01.jpg



careerready\_eneews02.jpg

# Blog Content

## Title

### **Get up to \$7,000 in wage subsidies for a student work placement.**

## Body

Could your business benefit from the tech knowledge, skills, and enthusiasm of a post-secondary, tech-trained student? With the help of TECHNATION's Career Ready Program, you could get up to 70% in government funding when you hire a student.

#### **How do the subsidies work?**

TECHNATION Career Ready subsidies are for registered Canadian businesses and non-profits who can provide a meaningful, tech-focused work placement to a student.

The program provides 50% of a student's wage in subsidies to employers. An increased subsidy of 70% is awarded to employers hiring students from under-represented groups.

If you want to keep your student for another placement term, you can apply again for the next cohort and extend their placement.

*[insert individual testimonial on the program]*

#### **Why apply?**

Hiring a subsidized student is a great way to move your business forward while giving a student a great Work-Integrated Learning experience. The Career Ready Program gives students meaningful work – and businesses an affordable way to scale up their tech talent.

If you're looking for a way to start up, speed up or scale up your business, then the Career Ready Program is for you!

#### **Who's eligible?**

Companies: Any registered Canadian business or organization is eligible.

Students: They must be a Canadian citizen, permanent resident, or have refugee status, enrolled in Canadian post-secondary education.

#### **Ready to apply?**

Are you ready to help get a student Career Ready?  
[Check here](#) to get started.

For more information on the program, [click here](#).

Have questions? Contact [careerready@technationcanada.ca](mailto:careerready@technationcanada.ca)

# Blog Content

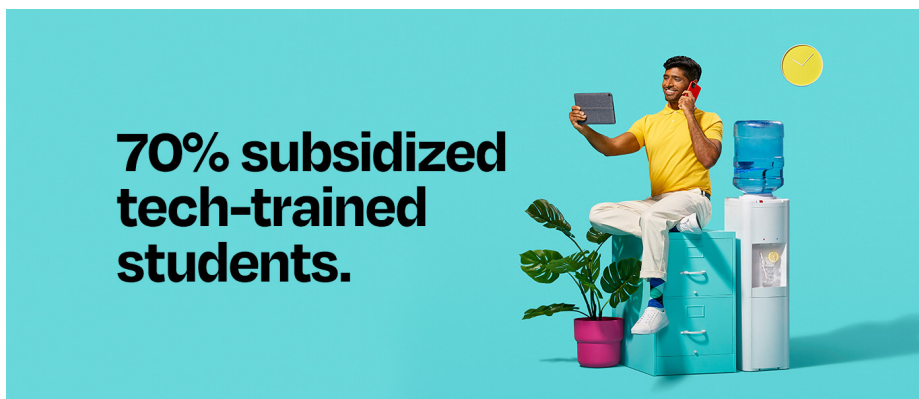
Image options can be found [here](#).



*careerready\_blog01.jpg*



*careerready\_blog02.jpg*



*careerready\_blog03.jpg*



# Work-Integrated Learning Badge

[Add this badge](#) to your website or social channels to let your network know you've tried Work-Integrated Learning!

For use on light backgrounds:



*WIL\_badge\_blk.jpg*

For use on dark backgrounds:



*WIL\_badge\_wht.jpg*

# Marketing Assets

## Images and Graphics

All previously mentioned graphics can be downloaded via the links below:

 [Twitter graphics](#)

 [Facebook and LinkedIn graphics](#)

 [Newsletter image options](#)

 [Blog image options](#)

 [Work-Integrated Learning badge](#)

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## Important Links

### Website:

<https://technationcanada.ca/en/future-workforce-development/career-ready-program/>

### Facebook:

<https://www.facebook.com/TECHNATIONca>

### LinkedIn:

<https://www.linkedin.com/company/information-technology-association-of-canada/>

### Instagram:

<https://www.instagram.com/technationca/?hl=en>

### Twitter:

<https://twitter.com/TECHNATIONca>

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## Hashtags

#CareerReady #WIL #TECHNATION #Tech #TechJobs #WorkIntegratedLearning  
#CareerReadyStudent #CareerReadyProgram



## Questions?

Visit us online [technationcanada.ca/careerready](https://technationcanada.ca/careerready) and check out our FAQs,  
or reach out to [careerready@technationcanada.ca](mailto:careerready@technationcanada.ca)

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