



Social Media Guide

Certification Nation Day 2024

October 16

How to use this guide

Identify the Social Media Account Owner: If you're not the owner of your company's social media accounts, find the person who manages them. Seek their permission and collaboration to feature your Certification Nation Day posts on October 16. Provide the social media account owner with the CND Action Kit.

Content Option 1: Ready-to-Go Materials: The downloaded kit comes equipped with pre-made copy, images, and posters. Utilize these resources with ease by downloading the images and copy/pasting the content or social copy onto your social media platforms. Simple and no additional work required!

Content Option 2: Create Your Own: For those with the time and creativity, view our material as a source of inspiration. Based on given materials, you can create your own unique campaign. We encourage you to let your distinct company culture shine through!

By following these steps and leveraging the CND Action Kit, you can effectively celebrate Certification Nation Day on October 16 and showcase your company's pride! 🎉 #CertificationNationDayPL

Let's celebrate together. So that we can rejoice with you, don't forget to tag us on your social media with the following mentions and hashtags.

Social Handles



@Great Place to Work® Polska



@GreatPlaceToWorkPolska

Hashtags

#GPTWCertified

#GPTW

#CertificationNationDayPL

#CND2024PL

Need more information about Certification Nation Day? Email
marzena.winczo@greatplacetowork.com