

## Checkr Forward 2022 Social Media

*Checkr Employee, Brand and Leadership Activations*

### Need to Know:

- Use hashtag **#CheckrForwardSF22** with your posts
- **Tag @Checkr** with your posts on LinkedIn and Twitter
- Tag fellow Checkrs, customers and attendees as applicable
- The copy provided are suggestions, feel free to edit with your own voice and details

### Employee Activation:

#### Pre-event Copy

1. *Share about the event the day before!*

##### LinkedIn Copy:

This year @Checkr is mixing up our annual Checkr Forward conference with a first-of-its-kind incubator event! First stop, San Francisco! Tomorrow, I am excited to connect with customers, and peers in the industry to talk about how innovative technology, hiring business success, and a fairer future converge. Make sure to say hi!

👋 #CheckrForwardSF22

[Note: Do you have anyone specific you're excited to connect with? Tag them at the end of the post.]

2. *Share a fun group photo from the pre-conference event (happy hour).*

##### LinkedIn or Twitter Copy:

@Checkr is gearing up for #CheckrForwardSF22 tomorrow with the only way we know how.. a celebration before the celebration. 🎉 Excited to connect with all our attendees tomorrow!

[Note: Do you have anyone specific you're excited to connect with? Tag them at the end of the post.]

#### Day-of-event Copy

1. *Share about the event the day of!*

##### LinkedIn Copy:

I am excited to be at #CheckrForwardSF22 today! This year @Checkr has a different take on our annual Checkr Forward conference with a first-of-its-kind incubator event! I am looking forward to connecting with customers and peers in the #hiring industry today. See you there!

[Note: Do you have anyone specific you're excited to connect with? Or a specific session you are looking forward to? Add it or Tag them at the end of the post.]

2. *Share a photo from the event, a #BTS (behind the scenes) moment, a shout out to a speaker or a favorite takeaway.*

Example:

Shout out to @Denise H for an incredible keynote to open #CheckrForwardSF22 this morning talking about @Checkr's product roadmap and the importance of rethinking background checks!

Example of types of photos to share:



## Leadership Activation:

1. *General Estaff [Day of event or post event]*

LinkedIn Copy:

Shoutout to our amazing team at @Checkr for putting together an incredible #CheckrForwardSF22! 🙌

We are gathering in San Francisco for the first of two incubator events where we are digging into timely topics like the hiring journey, the impact inflation has on the #futureofwork, and where to start with #fairchance hiring. <https://checkrforward.com/>

2. *Denise Hemke, Chief Product Officer [Day of event]*

LinkedIn Copy:

I am excited to kick off #CheckrForwardSF22 today!

This year our annual conference looks a little different with a first-of-its-kind incubator event. We are coming together in two different cities this month where @Checkr customers have already begun to make a positive impact.

Our focus will be how we can disrupt the status quo in the hiring industry with honesty and compassion. I could not be more excited to open up the day with a keynote covering

our future product innovations that solve real hiring challenges and that companies love using.

I look forward to connecting and hearing feedback from you all. If you have thoughts on product innovation in the hiring industry, the technology around background checks or if there's anything else on your mind, I'd love to hear. Let me know in the comments.

3. *Naeem Ishaq, CFO [Day of the event - before panel]*

LinkedIn Copy:

It's an honor to be teaming up with @ [Jen Ng](#) today at @Checkr's #CheckrForwardSF22 event to have an important discussion about the impact of inflation on the #futureofwork with economist @[Lee Ohanian](#). We can't predict the future—but we must have honest conversations on how businesses can operate and look inward to support themselves in uncertain times.

4. *Daniel Yanisse, CEO [Day of event or post event]*

LinkedIn Copy:

Congrats to our amazing @Checkr team for putting together a great event and reimagining how to come together with customers and others in the industry to have honest conversations about how we can continue to make an impact in creating a fairer future for all. #CheckrForwardSF22

## **Checkr Brand Activation:**

Sample Set of Posts [Not All Included]

1. *Event Intro/Keynote Speaker*

LinkedIn Copy:

We are thrilled to be hosting #CheckrForwardSF22 today in one of our favorite cities. 🏙️

This year, we are hosting two first-of-their-kind Checkr Forward incubator events in San Francisco and New York City, two communities where @ Checkr customers are already working to build a fairer future of work. ✨

Today, we are kicking things off with a powerful keynote from chief product officer @ Denise Hemke. She will dive into how building great products is essential to disrupting the status quo in the hiring journey.

You can learn more about Checkr's technology here: [link](#)

2. *Event Activity/Reentry Simulation*

LinkedIn Copy:

Attendees at #CheckrForwardSF22 had the chance to take part in a reentry simulation

that walks through what it can be like as a formerly incarcerated individual reentering society. When experiencing the reentry simulation, participants often discover the barriers to obtaining employment, housing, and support networks faced by 600,000 Americans leaving prisons every year.

A big thanks to @Quinn E, @Sentaze and all the @Checkr volunteers for facilitating this effort! 🙌

If you're interested in learning about the reentry simulation and reducing recidivism you can take a look at our virtual experience here: [link](#)

3. *Panel Discussion Live Shout-out*

Twitter Copy:

🔥 #hottopic being discussed at #CheckForwardSF22 between @nishaq and @lee\_ohanian on the impact of inflation for the #futureofwork. Do you have a plan to future-proof both your business and hiring strategy?

4. *Partner Talk*

Twitter Copy:

Right now, we are hearing from @Checkr customers and partners from @Valon, @Lyft, @Glassdoor, @Shipt & @ACACFitness during our "How to Scale in any Market" panel on meeting hiring demands and growth goals in a variety of market conditions.  
#CheckForwardSF22