



SYEP EMPLOYER ENGAGEMENT TOOLKIT

SYEP Employer Engagement Toolkit

nyc.gov/hirenycyouth

The Summer Youth Employment Program (SYEP) is the nation's largest youth employment program, connecting NYC youth between the ages of 14 and 24 with career exploration opportunities and paid work experience each summer. Participants have the opportunity to explore their interests and career pathways, develop workplace skills and engage in learning experiences that help in developing their social, civic, and leadership skills. As employer partners, companies and organizations large and small can become directly involved in NYC's economic recovery, connect to hyperlocal talent, and ensure that NYC youth are prepared for careers of the future.

Social Media Handles:

Twitter: [@NYCYouth](https://twitter.com/NYCYouth)
Instagram: [@NYCYouth](https://www.instagram.com/NYCYouth)
Facebook: [@NYCYouth](https://www.facebook.com/NYCYouth)

Social Media Hashtags:

#HireNYCYouth
#NewYorkNewTalent
#NYCYouth

Sample Email Message

Download an [SYEP overview](#) to add to your email.

Become an SYEP worksite! Get the extra support you need while providing life-changing career opportunities for NYC Youth. Visit nyc.gov/hirenycyouth.

The largest summer jobs program in the country, SYEP serves young New Yorkers ages 14 to 24, providing them with paid work experience and an opportunity to build skills, explore potential career paths, and prepare for success in the world of work. Ladders for Leaders, a component of SYEP, is a nationally recognized program that offers select high school and college students the opportunity to participate in paid professional summer internships.

All employers, large and small, representing the City's many industries including business, healthcare, technology, hospitality, construction, non-profit, media, retail, real estate and more, are welcome to participate. I encourage you to visit nyc.gov/hirenycyouth to learn more and commit to hiring NYC youth this summer.

Marketing Support

If you have any questions regarding this toolkit or would like information or resources, please contact:

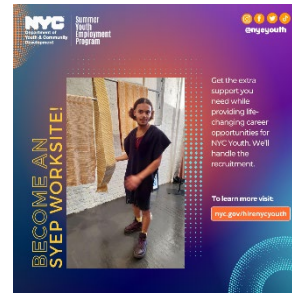
DYCD's Communications Team

DYCDCommunications@dycd.nyc.gov

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Sample Social Media Messages

Invest in NYC's future workforce by participating as an SYEP worksite. Commit to #hireNYCYouth today: www.nyc.gov/hirenycyouth. #Investment #SYEP #FutureWorkforce



Give NYC's future workforce a chance to gain valuable skills and experience by signing up as an #SYEP worksite. Commit to #hireNYCYouth today: www.nyc.gov/hirenycyouth. #FutureSkills #WorkplaceExperience



No matter your industry, make a difference for NYC youth by participating as an SYEP worksite. Commit to #hireNYCYouth today: www.nyc.gov/hirenycyouth. #IndustryLeaders #SYEP #MakingADifference



Large corporations leave a lasting impact on NYC's future workforce by becoming an #SYEP worksite. Commit to #hireNYCYouth today: www.nyc.gov/hirenycyouth. #FutureImpact



Small businesses, be a part of something big! Sign up for SYEP and give NYC youth the opportunity to gain valuable work experience. Commit to #hireNYCYouth today: www.nyc.gov/hirenycyouth. #SmallBusiness #SYEP #WorkplaceExperience



Digital Assets

[Click Here](#) to download SYEP Employer digital assets.