



NATIONAL HEADQUARTERS  
WASHINGTON, DC

## FourBlock Veteran Career Readiness Program Marketing Toolkit

### **SVA Handles:**

- **LinkedIn\*:** [Student Veterans of America](#)
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### **FourBlock Handles:**

- **LinkedIn\*:** [FourBlock](#)
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*\*When posting to LinkedIn please tag FourBlock, along with: Eric Stetson, Emma Jekowsky, Queta Rodriguez, and Mike Abrams*

**Hashtags:** #WeAreSVA #StudentVeterans #SVALeads

**Program Video:** Learn About FourBlock <https://www.youtube.com/watch?v=iCAI3-RAkkl>

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### **Twitter / Instagram Copy:**

- **Use with image "SVAXFourBlock Register 1"** Here is what one alumnus said recently, "FourBlock has created a comprehensive transition program that is engaging, insightful, and effective. They are essential for veterans seeking new career opportunities." - Michael Burten, FourBlock Alumni, Columbia University
- **Use with image "SVAXFourBlock Register 2"** Are you a student veteran looking to transition into a new career? Join the FourBlock Veteran Career Readiness Program to gain the skills and connections you need to be successful, receive expert guidance, and connect with top employers.
- **Use with image "SVAXFourBlock Register 3"** "Transition Better. Achieve More" is the FourBlock motto. FourBlock alumni are going on to find full-time and internship offers at companies like PwC, T-Mobile, Wells Fargo, LinkedIn, Boeing, ADP, and USAA, to name a few.

- **Use with image “SVAXFourBlock Register 4”** Veterans who join the FourBlock 11-week Veteran Career Readiness Program can expect to learn career-building skills like interviewing, targeted networking, personal story development, and will network with corporate professionals, often Veterans, at different hosting companies.

## **Facebook / LinkedIn Copy:**

- **Use with image “SVAXFourBlock Register 1”** The FourBlock Career Readiness Program includes a social, cognitive, and teaching element, including instructors, coaches, and corporate partners in a friendly environment deliberately designed to help veterans overcome fears, learn how to engage in the professional world and promote their own brand and talents. In short, “Transition better. Achieve more.”

Visit [fourblock.org/apply](https://fourblock.org/apply) to learn more and apply!

- **Use with image “SVAXFourBlock Register 2”** Veterans who join the FourBlock 11-week Career Development Program can expect to learn critical career-building skills like interviewing, targeted networking, personal story development, and more, and will meet and network with corporate professionals, often Veterans, at different hosting companies.

Here is what one alumnus said recently, “FourBlock has created a comprehensive transition program that is engaging, insightful, and effective. They are essential for veterans seeking new career opportunities.” - Michael Burten, FourBlock Alumni, Columbia University

Visit [fourblock.org/apply](https://fourblock.org/apply) to learn more and apply!

- **Use with image “SVAXFourBlock Register 3”** Active-duty servicemembers and veterans: the application for the FourBlock Fall 2023 Veteran Career Readiness Program opened, April 18th!

Designed to help you find new purpose and build the right network to successfully transition from military service to meaningful new civilian careers, the Fall 2023 program will be offered in-person in 12 cities across the country as well as virtually in seven regional cohorts, including our Global – Virtual cohort that serves #studentveterans and active-duty service members stationed overseas.

Visit [fourblock.org/apply](https://fourblock.org/apply) to learn more and apply!

- **Use with image “SVAXFourBlock Register 4”** FourBlock Veteran Career Readiness Program alumni are going on to find full-time and internship offers at companies like PwC, T-Mobile, Wells Fargo, LinkedIn, Boeing, ADP, and USAA, to name a few. Also, FourBlock alumni stay at their first company past the first year mark about 26% points



above the national average, which speaks to the process of helping them find the right “fit”.

Visit [fourblock.org/apply](https://fourblock.org/apply) to learn more and apply!

- **Use with “YouTube Video”** We absolutely recommend student veterans check out FourBlock and register for an upcoming information session on the Career Readiness Program specifics. During the program, participants are supported one-on-one by volunteer Veteran Career Readiness Coaches. These coaches – FourBlock alumni, company representatives, and others who desire to help veterans in their career transitions – offer feedback, address personal transition and career-related questions, and help guide individualized career search strategies and planning.

Visit [fourblock.org/apply](https://fourblock.org/apply) to learn more and apply!

*For any media related inquires or questions please contact [marketing@studentveterans.org](mailto:marketing@studentveterans.org)*

