



2025 SOCIAL MEDIA CONTENT SERIES

In 2025 Staff Management | SMX and SIMOS Insourcing Solutions are putting associates in the spotlight!

We will be publishing short-form videos on our Facebook, Instagram, X (formerly known as Twitter), Threads, BlueSky, and TikTok accounts. We are now gathering videos from associates that cover the topics below. Associates who submit a video to their Service Team will be given **20 Stafftrack Rewards points**. If we choose to publish the video, an additional **55 points** will be awarded. Take a look and get ready to be creative!

Get Ready With Me

Content Type: Video

Description: A Get Ready With Me video is where an associate gets ready to go to work (the individual in question can be preparing their coffee, packing their work bag, etc.). The individual in the video will provide basic information about yourself (first name, job title, etc.) and your plan for the day.

Content Needed:

- First name
- Job title
- How long you have been with the company
- Job location (city, state)
- A brief explanation of your plans for the day (video should not exceed 1:30 minutes)

What Does [BLANK MONTH] Mean To Me?

Content Type: Video

Description: We celebrate diversity at our job sites and this includes celebrating months that acknowledge the unique histories and contributions of different populations. In this video series, associates are asked what a specific month (such as Hispanic Heritage Month) means to them. The responses should be less than a minute but should provide valuable insight to the associate and the diversity of our job sites.

Content Needed:

- First name
- Job title
- A brief explanation of what the specific month means to you (less than 1 minute)

Hidden Talents

Content Type: Video

Description: We understand our associates have lives outside of the job site. These social posts are an opportunity for us to celebrate their different talents and give our online audience a special look at the unique people on our teams. **NOTE:** We will not advertise any side businesses or allow any promotions. For example, if your hidden talent is making cupcakes, the video should be about this hobby not the cupcake baking business you run outside of work hours.

Content Needed:

- First name
- Current job title & job site location
- Video with a short explanation of your talent (1 minute or less)