

# Social Media Agency Launches Initiative to Boost Post-Covid Employment



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A new social media branding initiative is providing 100,000 undergraduates and recent graduates the opportunity to join a senior leadership programme to improve personal branding and progress their careers. The innovative scheme is being offered by the UK's largest B2B social media agency, Social Tree Global, with former participants going on to become top business executives and some of the most influential thought leaders on LinkedIn.

Sponsored by financial news and analysis company Real Vision, the exciting project will provide a fantastic opportunity for skilled, talented, and passionate students and graduates to build their personal brand in front of prospective employers, while simultaneously encouraging them to demonstrate their own creative and innovative skills to some of the country's most renowned digital executives.

Through the Social Tree Academy, participants will be provided with strategic, focused coaching on social selling and personal branding, helping them to position themselves as attractive prospects in the post-COVID business world. For some, there will be the unique opportunity to work alongside some of Social Tree Global's top partners for career development, and further professional opportunity.

James Saward Anderson, Co-Founder of Social Tree Global said, "We are incredibly excited to be launching this initiative at a time when the global health crisis has exacerbated pre-existing fault lines in the unequal distribution of graduate opportunities."

Co-Founder Max Hannah said, "We hope that this programme can go some way towards helping students and those who

have been excluded, ignored, or who have found it difficult to secure professional opportunities at this time to finally receive the recognition they deserve, and move further towards landing the position or career they've studied for."

The Social Tree Academy represents an understanding of wanting a career driven by passion, equipping students and graduates with the skills needed not only to survive but to thrive in the new remote economy. Supported by two university partners, Buckinghamshire University and Arts University Bournemouth, the programme is expected to supplement undergraduates and graduates so that they can readily enter the workplace with a handful of tools at their disposal.

The launch also comes at a time when businesses, already struggling from the impact of the COVID-19 outbreak, need to be ready to meet anticipated demand once restrictions are lifted and the economy begins its long term period of recovery. The scheme will offer these businesses with unrivalled access to attractive candidates for both entry level roles and apprenticeships, providing access to a pool of qualified graduates and passionate young people ready to kickstart post-pandemic operations.

To find out more about the programme, visit Tree Global is the world's largest B2B social media agency, working to humanise brands by elevating their people on social media platforms. Combining industry-specific intelligence, the latest technologies, and the expertise of a world class social media agency, Social Tree Global specialises in helping brands in regulated spaces such as finance and healthcare to build sustainable social communities which deliver unparalleled awareness.

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