

socialbee Communications Kit for Partners, including Social Media Templates

About this Toolkit

This toolkit contains ready-to-use texts that you, as a partner organisation, can use to promote the socialbee offering to your clients and talents. Thank you sincerely for your support.

1. socialbee at a Glance

What is socialbee?

socialbee is a social enterprise that has been supporting people with refugee and migration experience in finding employment and further education since 2016 – through free job-specific language training, personal guidance and targeted job placement. The service is completely free, digital and available throughout Germany – regardless of residence status.

1,800+

People placed into work

Free

For all Talents

Digital

Nationwide

2. Key Messages

English

What does socialbee offer?

- Free job-specific language training (English & German, A1–C2)
- Personal job placement and support throughout the application process
- Support with paperwork and work permits
- Coaching and guidance – even after starting a job

- Regardless of residence status
- 100% digital – accessible from anywhere in Germany

3. Short Texts

You can use these texts for social media, notice boards, newsletters or brief verbal information. Please replace [YOUR LINK] with the personalised registration link you received from socialbee. If you have not yet received a personalised link, please contact us at info@social-bee.de.

3.1 Short Text English (approx. 80 words)

Free help finding a job – register with socialbee now!

You live in Germany and are looking for work? socialbee helps you – free of charge, digitally and regardless of your residence status.

What do you get?

- Job-specific language training (English & German, A1 to C2)
- Helpful training courses and further education
- Suitable job offers and application support
- Personal guidance from an experienced team

Register for free now: [YOUR LINK]

4. Long Texts

These texts are suitable for your website, information sheets, emails or comprehensive information events.

4.1 Long Text English (approx. 200 words)

Finding work in Germany – free of charge with socialbee

Looking for work in Germany? socialbee has been supporting people with refugee and migration experience in finding a job since 2016 – completely free of charge. The service is digital, available nationwide and independent of your residence status.

What awaits you at socialbee:

- **Job-specific language training:** English and German for work from A1 to C2, individually tailored to your goals
- **Training on working in Germany:** Learn how the German labour market works
- Suitable courses and further education to improve your chances on the job market
- **Help with your application:** CV, cover letter, job interview – socialbee guides you through it all
- **Suitable job offers:** socialbee finds positions that match you
- Support with paperwork and work permits
- **Personal advice:** Real contact persons who are there for you

It's this simple:

1. Register online → 2. Attend online courses → 3. Receive job offers

Register for free now and start your path to employment:

[YOUR LINK]

5. Registration Call-to-Action

Please use the personalised link you received from socialbee. This allows us to track through which partner organisation or initiative talents are registering.

Personalised Registration Link

[YOUR PERSONALISED LINK]

No personalised link? Contact us: info@social-bee.de

5.1 CTA Variants for Different Channels

Channel	English
Verbal / In Person	"Are you already familiar with socialbee? Free job support – simply register online!"
WhatsApp / SMS	Free job support from socialbee! Register now: [YOUR LINK]
Notice Board / Flyer	Find work in Germany – free of charge! Register with socialbee now: [YOUR LINK]
Email Subject Line	Free job support for you – Join the socialbee Talent Pool!

6. Social Media Posts

Copy these posts directly into your social media channels. Replace [YOUR LINK] with your personalised link. No personalised link? Contact us: info@social-bee.de

6.1 Instagram / Facebook

Looking for work in Germany?

socialbee helps you – free of charge, digitally, nationwide. Whatever your residence status.

Job-specific language training Application support Matching jobs

Register for free now: [YOUR LINK]

#socialbee #FindAJob #Work #FreeOfCharge

6.2 LinkedIn

We are proud to be working with socialbee – a non-profit organisation that has been supporting people with refugee and migration experience in entering the German labour market for 10 years.

The offering is completely free: job-specific language training, application support, job placement and personal coaching – for everyone, regardless of residence status.

Register now: [YOUR LINK]

7. Frequently Asked Questions

Question	Answer
Does it cost anything?	No, socialbee is 100% free for talents.
Who is it for?	For people in Germany with refugee or migration experience, regardless of residence status.
How does it work?	Register online → complete courses → receive job offers.
Which languages?	English and German (A1–C2). Further languages on request.
What is the Talent Pool?	A database from which socialbee actively searches for suitable jobs for registered persons.