



NEWS RELEASE

FOR IMMEDIATE RELEASE

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MONTEREY COUNTY WORKFORCE DEVELOPMENT BOARD TO PARTNER WITH FACEBOOK/META FOR CAREER CONNECTIONS SUMMER FELLOWSHIP PROGRAM

Monday, May 2nd, 2022, Salinas, CA - Facebook/Meta, in partnership with the Monterey County Workforce Development Board, is currently seeking Small Business Partners open to hosting an 8-week fellowship for the summer of 2022 (July 5th-August 26th, 2022). These summer fellows will work with local companies to establish or enhance local business marketing through digital advertising on Facebook and Instagram! The program is a competitively paid internship experience for the summer of 2022 and pays \$18 per hour for up to 30 hours per week, up to 14 weeks. Career Connections, powered by Facebook/Meta and in partnership with the Monterey County Workforce Development Board, is an initiative that equips Monterey County young adults, ages 18-24, with 21st-century skills and connects them to Digital Marketing careers.

This initiative also serves the Monterey County small business community by providing a digital marketing position that will work to amplify a business' online presence through digital marketing efforts.

"Small businesses can harness the power of social media to increase brand awareness, introduce themselves to new and prospective customers, engage with your communities, and advertise your products and services!" Said Monterey County Executive Director, Christopher Donnelly. "Businesses will end up with a part-time marketing intern, vetted and trained by Facebook on digital marketing, communication, and leadership skills, assigned to help enhance your business' marketing efforts through digital marketing and paid for by the Monterey County Workforce Development Board."

Businesses can also expect to receive:

- Facebook/Meta-led trainings and support to improve your online presence
- \$1,000.00 to provide guidance and oversight for your assigned intern
- \$450.00 in Facebook advertising credits to advertise and market your business on Facebook and Instagram
- Connection to Facebook/Meta staff and networking opportunities
- The opportunity to contribute to talent growth and business development

Businesses and are asked to apply online at <https://www.montereycountywdb.org/facebook-meta-career-connections/> or contact Business Services Manager, Jerry Hernandez at hernandezj1@co.monterey.ca.us or Business Services Specialist, Laura Kershner at kershnerl@co.monterey.ca.us to learn more.

Jobseekers interested in registering for the program may contact Michael Artalejo at artalejom@co.monterey.ca.us or Haley Sagun at sagunh@co.monterey.ca.us