

## Make Move Up Work For You

You sell your career opportunities.  
Let us sell the Upstate.

Nearly every candidate asks: “So, what’s it like to live there?”  
Let MoveUpstateSC.com and the Move Up brand be your answer.

Move Up is a free talent recruitment initiative, with tools and information designed to support Upstate employers’ recruiting efforts. It was created by the Upstate SC Alliance, with support from the Anderson Area Chamber of Commerce, Greenville Chamber of Commerce, Spartanburg Area Chamber of Commerce and Ten at the Top.

### MoveUpstateSC.com

The site speaks to professionals across industries, and it’s designed to appeal to their desire for affordable cost of living, abundance of career opportunities, and array of ways to unwind. Candidates can explore interactive tools such as:

- Compare cost of living with other markets
- Explore communities
- Learn about Upstate industries
- Upstate job opportunities board
- Be inspired by Move Up testimonials
- Plan a visit



### Get the Most out of Move Up

- Bookmark **MoveUpstateSC.com** on your web browser. (And have it handy for candidate communications!)
- Place the Move Up Employer Badge and site link on your website.
- Add a link to **MoveUpstateSC.com** on your individual job postings.

### Did you know?

**46%**

“somewhat” or “extremely likely”  
to relocate for a new job in the  
next five years

**57%**  
of those under  
the age of 35

### Your Audience is Our Audience

**90%**

of Move Up traffic  
is from outside the region

**5,000+**

site visitors per month

**2 million+**

paid media impressions since launch

**700,000+**

social media impressions since launch

April-October 2019

### Want to make sure your jobs get highlighted on our website?

#### Jobs are imported from Indeed using the following criteria:

- Annual salary of \$40,000 or higher
- Located within 10-county Upstate SC region
- Contain keywords related to target industries

Contact us if you have additional questions about required keywords.

## How to Add the Badge to Your Website

- 1 Visit the Employer Resources page on **MoveUpstateSC.com**, click “Get Access” in the gold bar at the bottom of the page and fill in the requested information.
- 2 Click the gold “Download” button next to Employer Badges.
- 3 Open the folder, extract all files and save to your Desktop.
- 4 Select the version of the logo you would like to use. Insert the saved image into your website where you would like it displayed.
- 5 Hyper link the image to direct to **MoveUpstateSC.com**



## Get Social

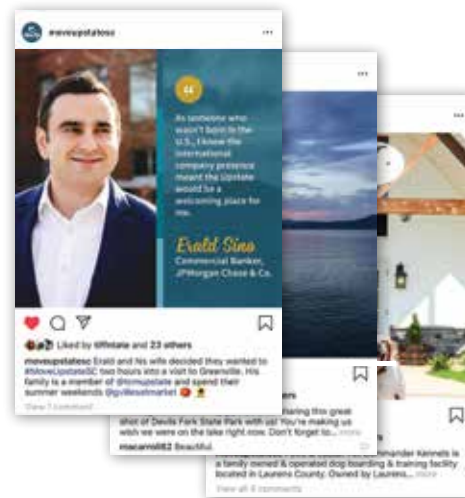
Move Up social media channels are a conversation piece with job seekers; build buzz for your business by joining the conversation.

## Follow and Engage with Us

-  @Move Upstate SC
-  @MoveUpstateSC
-  Move Upstate SC

## Showcase Your Business Story

Are you expanding and hiring? Were you recognized as a top employer? What do your careers look like? How is your business engaging with the community? Tag Move Up in social posts like these.



**#MoveUpSC**    **#AreYouUpForIt**

## Use the Brand Tools

- Work our visuals and messages into your candidate communications.
- Let our brochure paint the picture. Traveling to a career fair or hosting candidates? Share the Move Up brochure. Or, share the interactive brochure by email.
- Share some Move Up swag with Human Resources team and candidates.
- Send a video link to job candidates.



*Have questions?*

Want a Move Up workshop with your team? Reach out to Tiffany Tate, Chief Talent Ambassador, [ttate@upstatealliance.com](mailto:ttate@upstatealliance.com), 864.283.2309.

**MoveUpstateSC.com**