



HELP US SPREAD THE WORD SO OTHERS CAN FIND THE GOOD LIFE IN NORTH DAKOTA.

We encourage you to follow and engage with our Find the Good Life in North Dakota accounts. The links are:

- Facebook: <https://www.facebook.com/FindTheGoodLifeND>
- Twitter: <https://twitter.com/GoodLifeND>
- LinkedIn: <https://www.linkedin.com/company/find-the-good-life>

When creating your own “Find the Good Life in North Dakota” recruitment content, here are some things to keep in mind:

- Focus your content on what makes your community unique. Something that no one else might have, whether it be local amenities, good schools, special events, job opportunities etc.
- Speak casually as if you were talking to your audience face to face. Authenticity is best!
- Use vibrant images and video that evoke emotion or energy. This can be a peaceful sunset photo, a bustling coffee shop or a playful moment at the city park. Make people feel like they’re right there with you.

SAMPLE SOCIAL POSTS:

Facebook:

Boomerangs: <https://fb.me/2awVQhfZLHEKXWD>
Young Families: <https://fb.me/1KBTAIEYtgRWQOXs>

LinkedIn:

Boomerangs: [https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6950843607742386176,urn:li:sponsoredCreative:200810436\)/?actorCompanyId=81916546&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6950843607742386176,urn:li:sponsoredCreative:200810436)/?actorCompanyId=81916546&viewContext=REVIEWER)

Young Families: [https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:\(urn:li:ugcPost:6950842866860535808,urn:li:sponsoredCreative:200810216\)/?actorCompanyId=81916546&viewContext=REVIEWER](https://www.linkedin.com/feed/update/urn:li:sponsoredContentV2:(urn:li:ugcPost:6950842866860535808,urn:li:sponsoredCreative:200810216)/?actorCompanyId=81916546&viewContext=REVIEWER)

NORTH DAKOTA’S ONLINE MEDIA GALLERY:

Find additional North Dakota specific imagery that can be used to promote the state and showcase our quality of life at: www.medialibrary.nd.gov.

For more information email Janna at jalpastir@nd.gov.