

## **FACEBOOK POST example**

### **IMAGINING THE FUTURE WITH...**

ARE YOU A young, talented student ready for an amazing experience in a global company?

Pirelli is looking for your creativity to embody the 'top 10 values' you expect to find in your world or in the company you would like to work for. Apply now and you could get a fully inclusive working opportunity at Pirelli Headquarters in Milan!

Be part of it! <https://apps.facebook.com/imaginingthefuture/>

## **TWEET example**

#AREYOU young, talented and ready for an amazing experience at #pirelli headquarters in #Italy? #Bepartofit! <http://bit.ly/U2FpnV>

## **E-MAIL TO STUDENTS example**

Dear student,

Pirelli, the Italian multinational company leader in the tyre manufacturers' sector ([www.pirelli.com](http://www.pirelli.com)), has launched a new programme open to students from all over the world, which aims at gathering ideas about values for the future. You can apply through a dedicated Facebook App and send your own contribution till February 1st 2013. After that, an international jury will choose the 10 most outstanding contributions and the 10 students will be offered a 2-month fully inclusive paid internship in Pirelli's Milan head office and, moreover, the contributions will be published in the 2012 Pirelli Annual Report.

Visit the Facebook application at <https://apps.facebook.com/imaginingthefuture/> and apply for it!