

Bring us your talent.

Technician Recruitment Partner Activation Guide

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Activation Guide Overview



Activation Guide Overview

We understand the nationwide shortage of technicians is a huge challenge for our partners, GM, and the industry. With half of the labor force in a skilled trade nearing retirement age, it is critical to raise awareness about the benefits of skilled trade jobs. We want to help you find and drive new technicians to your business to keep your customers moving with the Bring Us Your Talent campaign all year long!

This guide contains best practices and resources, advertising materials, and assets for your continued use to drive technician recruitment and industry awareness.

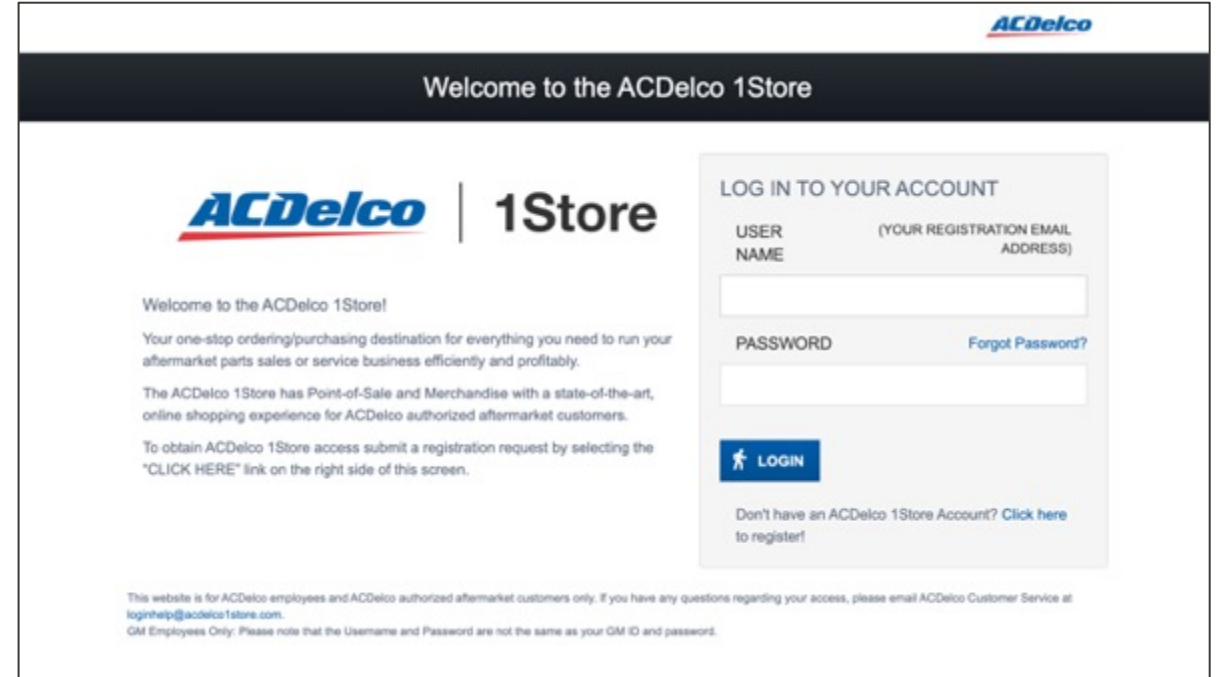
Where To Find Assets



ACDelco 1Store

Asset within this kit are available on ACDelco 1Store for download.

1. Log into ACDelco 1Store using your GM issued personal ID and password. Site can be accessed at:
<https://www.acdelco1store.com/>
2. Search for **#BringUsYourTalent** and/or **#TechnicianRecruitment** for applicable support materials.



The screenshot shows the ACDelco 1Store login interface. At the top, there is a dark blue header with the ACDelco logo on the right and the text "Welcome to the ACDelco 1Store" in the center. Below the header, the main content area features the ACDelco logo and "1Store" text on the left. To the right of this is a login box titled "LOG IN TO YOUR ACCOUNT". Inside the box, there are two input fields: "USER NAME" (with a subtext "(YOUR REGISTRATION EMAIL ADDRESS)") and "PASSWORD". A "Forgot Password?" link is next to the password field. Below the fields is a blue "LOGIN" button with a user icon. At the bottom of the login box, it says "Don't have an ACDelco 1Store Account? Click here to register!". On the left side of the main content area, there is a welcome message and instructions for users. At the very bottom of the page, there is a small disclaimer about the website's intended audience and a note for GM employees.

ACDelco

Welcome to the ACDelco 1Store

ACDelco | 1Store

Welcome to the ACDelco 1Store!

Your one-stop ordering/purchasing destination for everything you need to run your aftermarket parts sales or service business efficiently and profitably.


The ACDelco 1Store has Point-of-Sale and Merchandise with a state-of-the-art, online shopping experience for ACDelco authorized aftermarket customers.

To obtain ACDelco 1Store access submit a registration request by selecting the "CLICK HERE" link on the right side of this screen.

LOG IN TO YOUR ACCOUNT

USER NAME (YOUR REGISTRATION EMAIL ADDRESS)

PASSWORD [Forgot Password?](#)

 LOGIN

Don't have an ACDelco 1Store Account? [Click here](#) to register!

This website is for ACDelco employees and ACDelco authorized aftermarket customers only. If you have any questions regarding your access, please email ACDelco Customer Service at loginhelp@acdelco1store.com.
GM Employees Only: Please note that the Username and Password are not the same as your GM ID and password.

Bring us your talent.

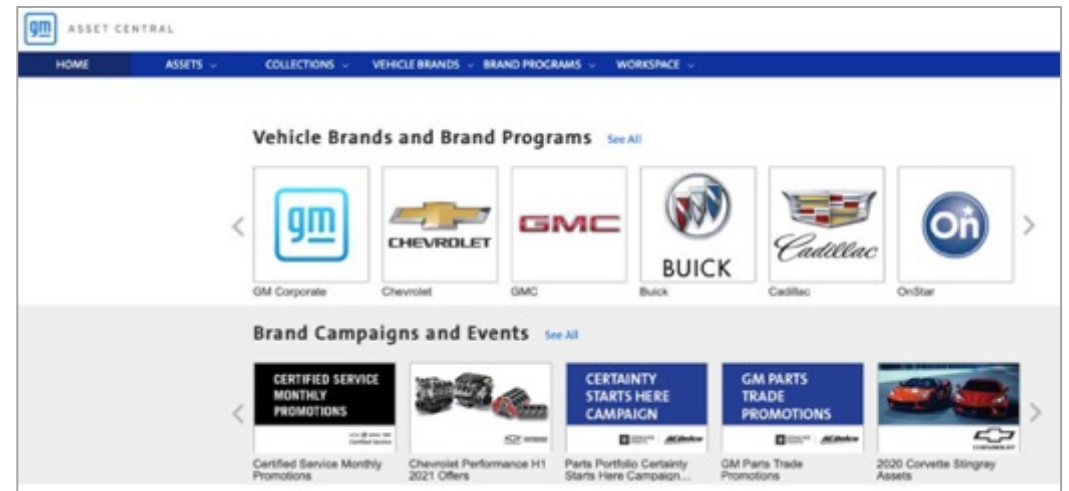
GENERAL MOTORS | CUSTOMER CARE AND AFTERSALES

GM Asset Central

All **social images** within this kit are available on GM Asset Central for download. Each GMAC Asset ID has been linked directly to the asset on GM Asset Central. Either click on the GMAC Asset ID or follow instructions below.

1. Log in to gmassetcentral2.com
2. Navigate to “**Technician Recruitment Assets**” in the “Brand Campaigns and Events” section and click the thumbnail to be linked directly to the downloadable assets
3. Once in the “**Technician Recruitment Assets**” folder, select “**Partner Social Kit**” and click the download button
4. If you need assistance in locating available assets, contact the Leo Burnett Asset Management Team at assetrequests@leoburnett.com

For technical questions, please contact the Asset Central Help Desk via email at GMAssetCentralSupport@assetSERV.com or call toll-free 877.277.2948.



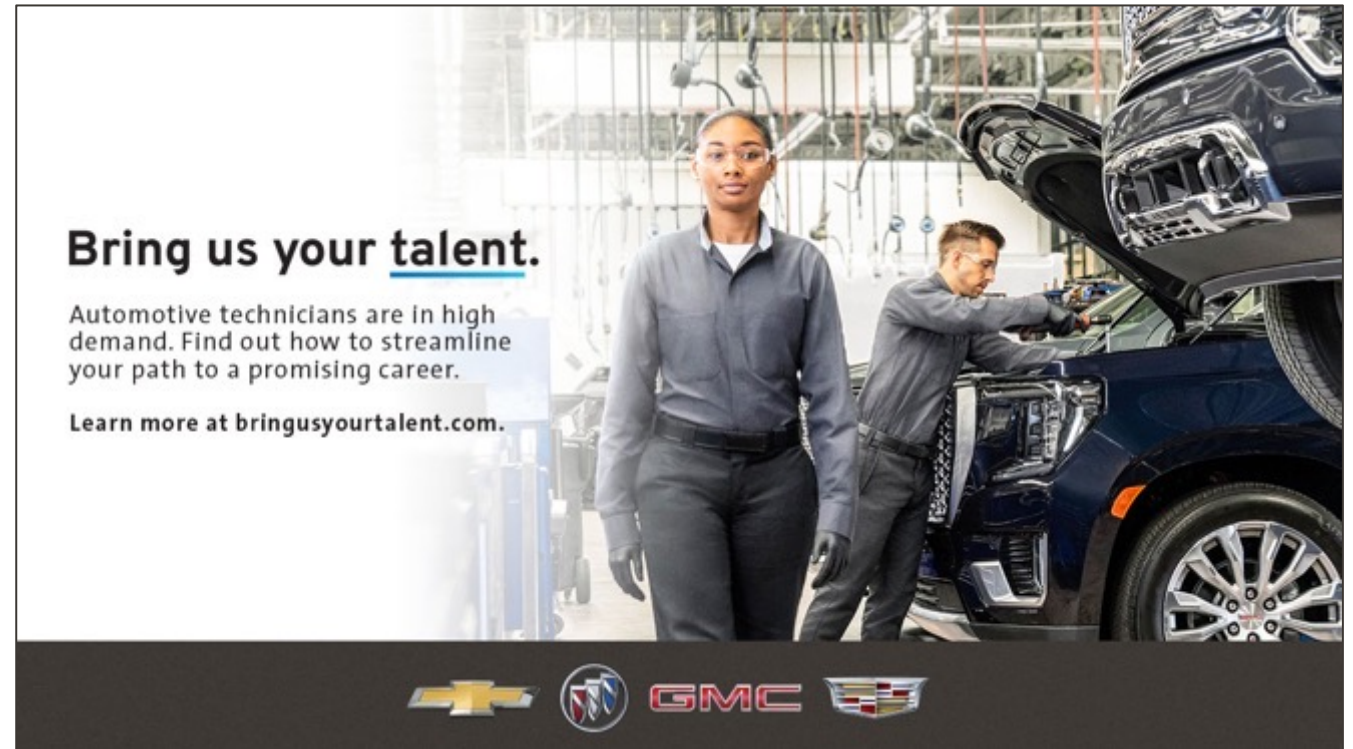
Bring Us Your Talent Activation Kit



Digital TV Tile

A digital TV tile (e.g., 10-Foot Wave) is available for usage on waiting room TVs.

Asset is available on ACDelco 1Store for download.



DIGITAL TV TILE – BRING US YOUR TALENT
PA-TL-0530-21E

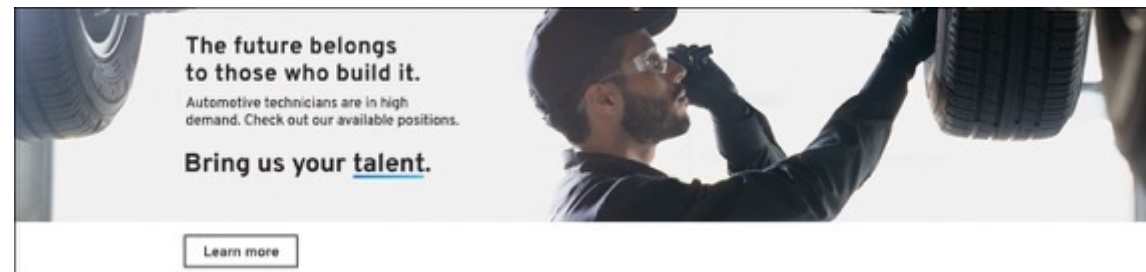
Bring us your talent.

GENERAL MOTORS | CUSTOMER CARE AND AFTERSALES

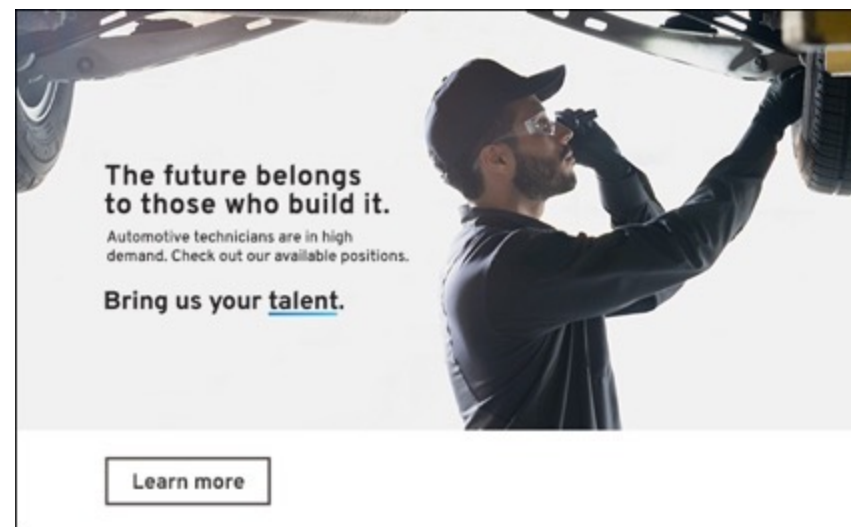
Site Mastheads

Use these assets in the masthead position on your website to promote open positions at your business. Link the asset to your careers page to encourage those interested to learn more and apply.

Assets are available on ACDelco 1Store for download.



DESKTOP MASTHEAD TILE - BRING US YOUR TALENT
PA-TL-0531-21E



MOBILE MASTHEAD TILE - BRING US YOUR TALENT
PA-TL-0541-21E

Bring us your talent.

Online Advertising

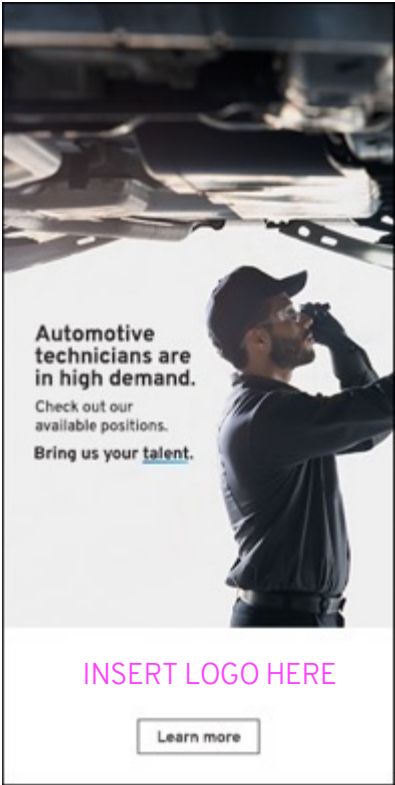
Online advertising tiles are available in several different sizes depending on your media placements. Their primary purpose is for use as online paid media ads to drive customers to your careers page and explore career opportunities.

Be sure to include your business logo in the space provided and link the assets to your careers page to encourage those interested to learn more and apply.

Assets are available on ACDelco 1Store for download.



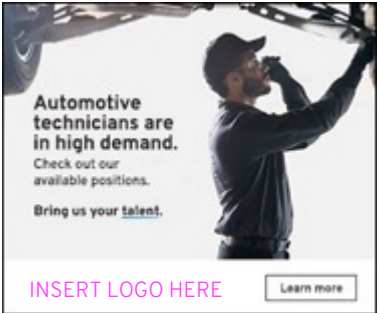
OLA TILE - BRING US YOUR TALENT 728X90
PA-TL-0534-21E



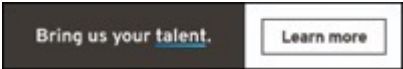
OLA TILE - BRING US YOUR TALENT 300x600
PA-TL-0535-21E



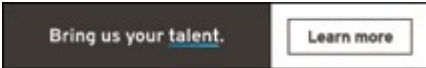
OLA TILE - BRING US YOUR TALENT 160x600
PA-TL-0536-21E



OLA TILE - BRING US YOUR TALENT 300x250
PA-TL-0537-21E



OLA TILE - BRING US YOUR TALENT 300x50
PA-TL-0538-21E



OLA TILE - BRING US YOUR TALENT 320x50
PA-TL-0539-21E

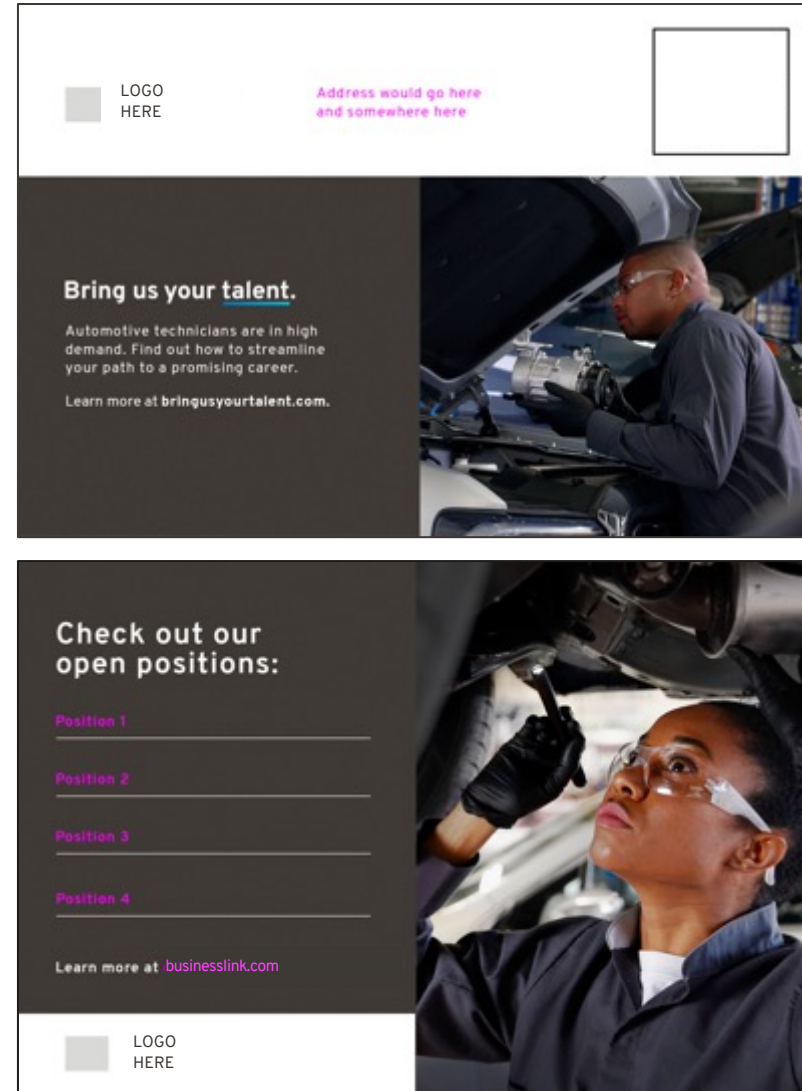
Bring us your [talent](#).

Digital Postcard

An editable digital postcard is available to customize with your logo and current career opportunities. This asset has been designed to be printed and mailed directly to your contacts or may be emailed. Be sure to include your website URL for the recipient to get more information.

Asset is available on ACDelco 1Store for download.

POSTCARD - BRING US YOUR TALENT CUSTOMIZABLE
PA-PC-0533-21E





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Customizable Social Content

Utilize these customizable social posts to promote your business and the automotive technician career. **These assets can be found on GM Asset Central.**

Recommended Copy Facebook/Twitter/LinkedIn	Recommended Image	GMAC Asset Information
We're shorthanded but long on opportunity. Become an automotive technician and you could enjoy a promising career. It's more than you think. #BringUsYourTalent		GMAC Asset ID: 1781700 Filename: 21CSPG00009_V3
Become an automotive technician and your first fix will be your future. #BringUsYourTalent		GMAC Asset ID: 1784799 Filename: 21CSBU00013_V5


Customizable Social Content

Utilize this post to promote your open job opportunities. Be sure to update the pink text with the link to the careers or employment page on your website. **These assets can be found on GM Asset Central.**

Recommended Copy Facebook/Twitter/LinkedIn	Recommended Image	GMAC Asset Information
Automotive technicians are in high demand. Fill positions and fulfill your future. (Link) #BringUsYourTalent		GMAC Asset ID: 1802622 Filename: Partner Social Kit.zip

Customizable Social Content

Customize this social post by including the name and image of the technician you want to showcase. Before posting, update the editable pink copy and make sure to get your employee’s approval in advance. **These assets can be found on GM Asset Central.**

Recommended Copy Facebook/Twitter/LinkedIn	Recommended Image	GMAC Asset Information
Automotive technicians like (NAME) are a vital part of insert organization name. His/her XX years of experience and training keep us at the forefront of the automotive maintenance industry. #BringUsYourTalent		GMAC Asset ID: 1802622 Filename: Partner Social Kit.zip

How To Get Involved



Become An ASEP Student Sponsor

Imagine the opportunity to mentor and grow a student into YOUR future technician! By becoming a GM Automotive Service Educational Program (ASEP) student sponsor, you can. Of the many programs GM sponsors to support technician career building, GM ASEP remains at the forefront. During the 2-year program, the knowledge students gain through GM specific training, combined with the hands-on experience in your shop, will mold them into a well-rounded technician at graduation and set them above your typical entry-level technician!

Click here to learn more



Engage With Future Techs

Automotive Technicians are in high demand and the industry is projected to see a shortage as high as 1+ million in the next decade. We need to start engaging and recruiting future technicians by promoting the career to students at the middle and high school levels. How can you help? Ultimately, it is about getting involved in your local community and building relationships with students, parents and educators.

Know and Engage Your Local Schools: Find high schools that offer automotive programs, as well as the middle schools that feed into them.

- Offer to speak in classes to share your expertise.
- Aid their programs by donating tools and training materials.
- Participate in career fairs or host an open house at your own shop.
- Develop a Car Care Clinic for driving-aged students to teach skills needed to work on and/or maintain their own vehicles.
- Most important, have fun!

For more information, explore [Techforce.org](https://www.techforce.org)

Attracting New Talent To Your Business



Attracting New Talent

When creating a job posting, whether online or local advertising, it is important not only to promote the position but also take the opportunity to make *your* business stand out.

Some Ideas To Consider:

- What about your business is attractive/unique, including culture?
- What (positive) challenge(s) will the job provide?
- What growth benefit(s) and training opportunities will the new employee reap by becoming a technician at your business?
- What does your business do to ensure an inviting work environment that supports diversity and inclusion?
- Consider using a friendly, inviting and inclusive tone of voice.
- Consider how your competition advertises for openings.
- Be sure to acknowledge each applicant (even with a simple automated reply).

Site Careers Page Best Practices

Having a careers or employment page that is informative and easy to find on your website is critical to attracting new talent and filling open positions on your team.

Some Ideas To Consider:

- Incorporate benefits and perks you offer to all employees onto your main careers landing page. The higher they appear on the page the better.
- Highlight relevant perks and opportunities for continued training.
- Help demonstrate career path opportunities.
- If able, work to make job postings accessible on the page.

Additional Advertising & Support

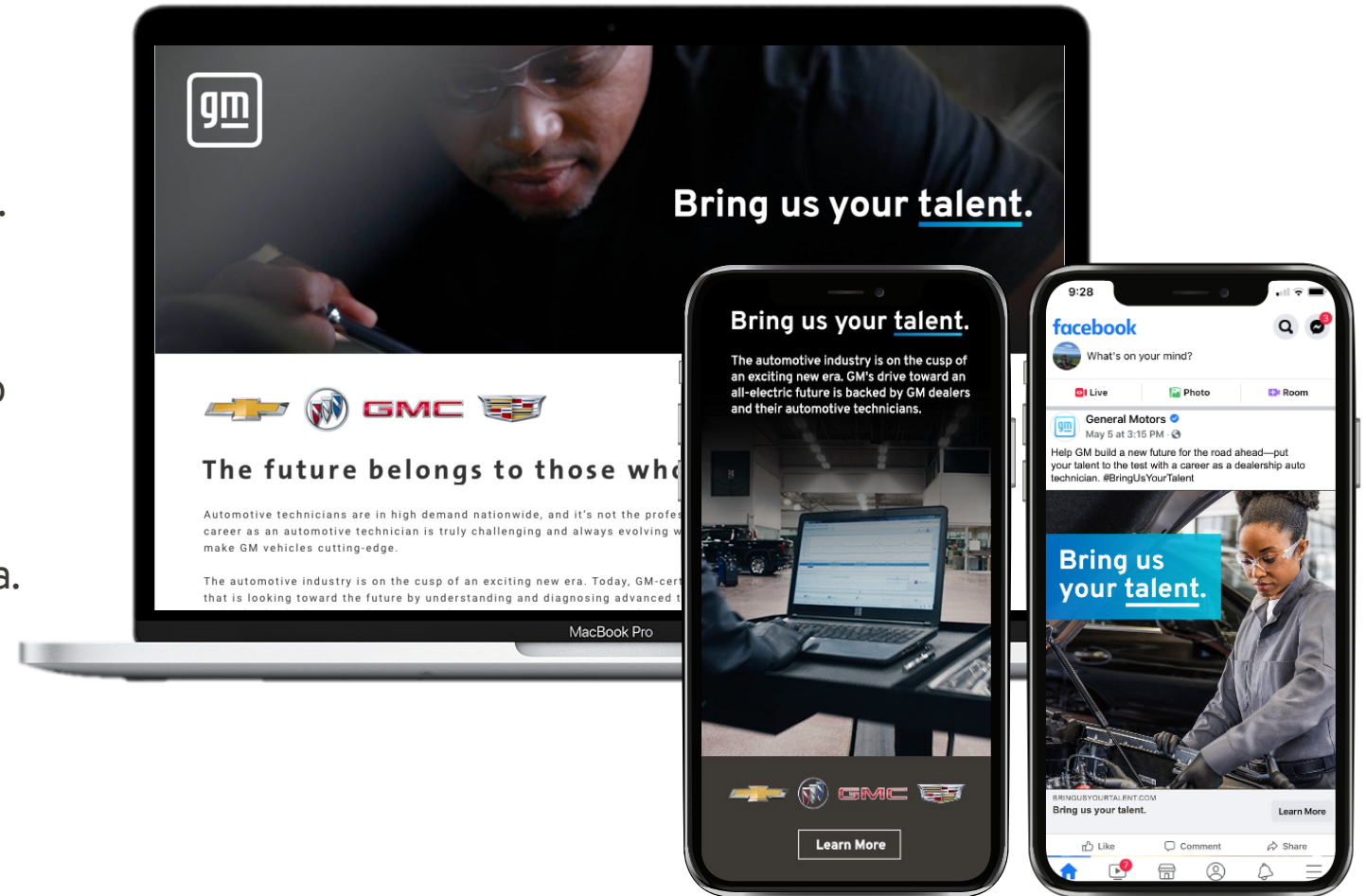


Additional Advertising & Support

The new website bringusyourtalent.com has been built to provide more information on the automotive technician career and provides users with easy access to the next step on their journey.

A media buy for online advertising and search began on 5/1 to drive audiences to the Bring Us Your Talent website and encourage technicians to explore career opportunities.

Keep an eye out throughout the year to see continued support through various forms of media.



Bring us your [talent](https://bringusyourtalent.com).

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