



# Employer Engagement Toolkit – SYEP 2025

# SYEP Employer Engagement Toolkit

 [nyc.gov/hirenycyouth](https://nyc.gov/hirenycyouth) 

The Summer Youth Employment Program (SYEP) is the nation’s largest youth employment program, connecting NYC youth between the ages of 14 and 24 with career exploration opportunities and paid work experience each summer. Participants have the opportunity to explore career pathways, build work readiness skills, and engage in learning experiences that ensure they are prepared for jobs of the future.

Hiring young people through SYEP is a direct investment in the economic development of New York City. Connecting with diverse and local talent helps employers continue to build a workforce that reflects our communities and allows companies and organizations large and small to engage as leaders with the next generation.

Social Media Handles:	Social Media Hashtags:
X: @NYCYouth	#HireNYCYouth
Instagram: @NYCYouth	#NewYorkNewTalent
Facebook: @NYCYouth	#NYCYouth

## Sample Email Message:

Expand your workforce by hiring young New Yorkers through the Summer Youth Employment Program (SYEP)! Becoming an SYEP worksite is an opportunity not only to receive additional support but also to provide life-changing career experiences for NYC youth.

SYEP, the largest summer jobs program in the nation, caters to New Yorkers aged 14 to 24. By participating, you can offer paid work experience, help build essential skills, and contribute to shaping the future of our youth. There is no cost to participating – SYEP youth are paid directly by the City of New York.

We invite all employers, regardless of size or industry, to participate. Discover the benefits of joining SYEP as a worksite and commit to hiring NYC youth this summer.

Visit [nyc.gov/hirenycyouth](https://nyc.gov/hirenycyouth) for more information.

Your support can make a significant impact on the lives of young New Yorkers, providing them with valuable opportunities and fostering the growth of our future workforce.

## Marketing Support

If you have any questions regarding this toolkit or would like information or resources, please contact:

**DYCD’s Communications Team**  
DYCDCommunications@dycd.nyc.gov

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## Sample Social Media Messages



Empower the future of NYC's workforce by joining us as an SYEP worksite. Pledge to #hireNYCyouth today and be a catalyst for positive change: [www.nyc.gov/hirenycyouth](http://www.nyc.gov/hirenycyouth) #InvestmentInYouth #SYEP #BuildingFutureLeaders

Open doors for NYC's future workforce! Become an #SYEP worksite and offer valuable skills and experience. Make the commitment to #hireNYCyouth today: [www.nyc.gov/hirenycyouth](http://www.nyc.gov/hirenycyouth) #FutureSkills #CareerDevelopment

Regardless of your industry, be a driving force for NYC's youth! Join us as an SYEP worksite and pledge to #hireNYCyouth today: [www.nyc.gov/hirenycyouth](http://www.nyc.gov/hirenycyouth) #IndustryLeadership #SYEP #MakingADifference

Large corporations, elevate your brand! Make a lasting impact on NYC's future workforce by becoming an #SYEP worksite. Commit to providing exposure and #hireNYCyouth today: [www.nyc.gov/hirenycyouth](http://www.nyc.gov/hirenycyouth) #FutureCEOs #CorporateResponsibility

Small businesses, become a vital part of something big! Enroll in SYEP and offer NYC youth the chance to acquire valuable work experience. Take the pledge to #hireNYCyouth today: [www.nyc.gov/hirenycyouth](http://www.nyc.gov/hirenycyouth) #SmallBusinessSuccess #SYEP

### Digital Assets:

[Click Here](#) to download