

HEADLINE: THINKING ABOUT YOUR CAREER CHOICE? THEN THINK BIG

BODY COPY: Construction accounts for 2.6 million jobs in the UK with 224,000 new jobs being created over the next five years. So when you're thinking about career options: think construction

| Link Descriptions (text above image) | Characters | Limit | Diff |
|---|------------|-------|------|
| Construction is a career like no other | 38 | 90 | -52 |
| When you're thinking about career options: think construction | 61 | 90 | -29 |
| Thinking about your career choice? Then think big | 49 | 90 | -41 |
| Thinking about your career choice? Construction accounts for 2.6 million jobs in the UK | 87 | 90 | -3 |
| Thinking about your career? Construction is creating over 224,000 new jobs in 5 years | 85 | 90 | -5 |
| Start as an apprentice and end up as a director. Construction is a career like no other | 87 | 90 | -3 |

| Post Text (text under link headline) | Characters | Limit | Diff |
|---|------------|-------|------|
| 4,000 new jobs being created over the next five years. So when you're thinking about career options: think construction. Thinking about your career choice? Then think big. Construction a career like no other | 267 | 200 | 67 |

| Link Headline (large text under image) | Characters | Limit | Diff |
|--|------------|-------|------|
| Be part of a team | 17 | 25 | -8 |
| A career for life | 17 | 25 | -8 |
| Construction | 12 | 25 | -13 |
| Leave a legacy | 14 | 25 | -11 |
| Think big | 9 | 25 | -16 |