

Employers' Social Media Activity After Layoffs

Examples from social media at firms that have carried out layoffs



Case Studies: After layoffs, companies don't make posts directly acknowledging them, continue with standard online branding

[Link to post](#)

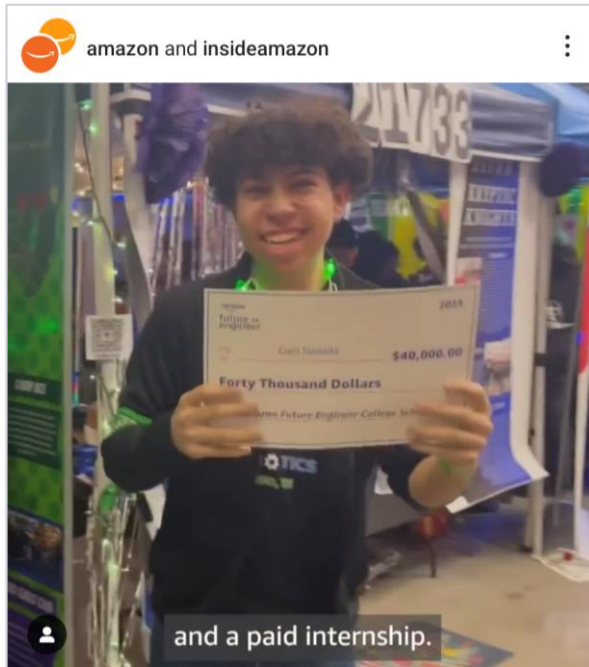


After laying off 15% of staff, **Indeed** did not allude to it on social media but made posts like this one highlighting a career event at the University of Texas.

First four posts after March 22 layoff:

- [Asian Network Inclusion Resource Group](#)
- [Pride @ Indeed](#)
- [World Environmental Day](#)
- [University of Texas Career Visit \(pictured above\)](#)

[Link to post](#)



After layoffs of about 8% of staff between January and March, **Amazon's** careers Instagram posted normal programming like this video about a scholarship/internship program for students.

First four posts after March 20 layoff:

- [Holi Celebrations & Asian at Amazon](#)
- [Women Leadership in Logistics](#)
- [Tornado Assistance in Little Rock](#)
- [Amazon Brand Protection Report](#)

[Link to post](#)



After laying off 16% of staff, **Dropbox** continued with campaigns like their Pride series.

First four posts after April 28 layoff:

- [Asians@ ERG](#)
- [Chief Diversity Officer Spotlight](#)
- [Moms at Dropbox](#)
- [PTO at Dropbox](#)

[Link to post](#)

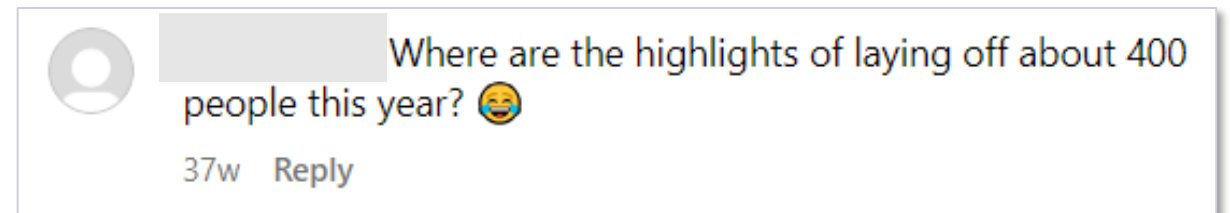
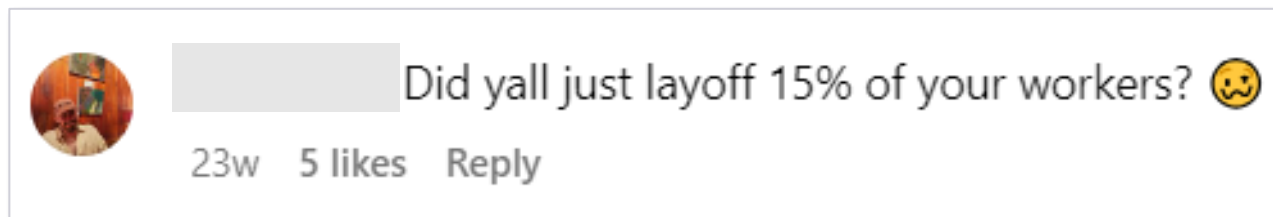
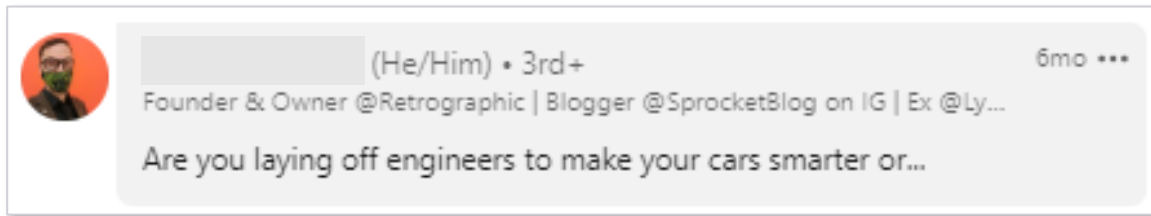


After laying off around 10% of staff, **Klaviyo's** social media made standard posts like this welcome for summer interns.

First four posts after March 15 layoff:

- [Klaviyo Thrive Scholars](#)
- [Transgender Day of Visibility](#)
- [Kladies KRG Donating at Women's Shelter](#)
- [Global Head of DEI Spotlight](#)

Negative comments may come in... but they get little engagement, and it's best not to respond




Spotlight: Course Hero acknowledged layoffs on their LinkedIn and shared contact info of those affected

Course Hero 76,699 followers
5mo • 🌐

Last week, Course Hero sadly said goodbye to skilled and experienced team members across all departments who have made valuable contributions to our business.

If you are hiring, please consider contacting people who are currently looking for new opportunities and have signed up for this Course Hero Alumni Talent List.



Course Hero Alumni Talent
docs.google.com • 1 min read

After laying off 15% of its workforce, Course Hero shared an Alumni Talent List to help connect former employees with new opportunities

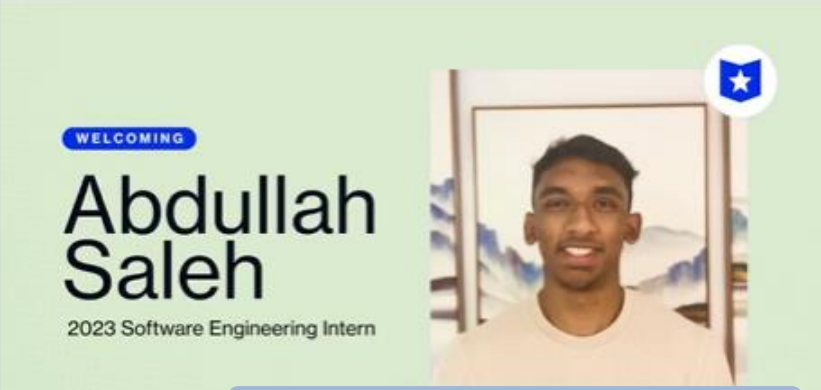
[Link to post](#)

Course Hero 76,699 followers
2mo • 🌐

Welcome **Mariam Conde**, **Kian Ranjbar** and **Abdullah Saleh**, our newest Software Engineering Interns 🍌🍌🍌

Interested in future internships and roles at Course Hero? Bookmark this page:
<https://lnkd.in/gW5Du5Z>

#LifeAtCourseHero



Course Hero Interns

Shortly after, the firm returned to standard social media posts like this welcome video for their software engineering intern cohort

[Link to post](#)




Spotlight: Lyft posted the company-wide email sent to their employees on their website

Lyft ended up laying off roughly 26% of its employees after that announcement, as outlined in an [SEC filing](#).

Lyft News

A note from Lyft's CEO David Risher

Apr 20, 2023

Lyft confirmed that there have been no changes in the previously issued guidance regarding first quarter 2023 revenues, contribution margin and Adjusted EBITDA. The Company is scheduled to report its first quarter 2023 financial results on Thursday, May 4, 2023.



Our CEO David Risher emailed the following note to Lyft team members this morning April 21, 2023:

Hi Team,

At our first all-hands meeting a few weeks ago, you asked me about layoffs and I said they were in

After cutting 13% of their workforce five months prior, Lyft shares an email sent to its employees, telling them to expect layoffs in one week.

[Link to post](#)


 Lyft
338,429 followers
8mo • 

👉 Ready to take your data science career to the next level?

Join us at the Women in Data Science event on April 27th at Lyft HQ in San Francisco, hosted by Lyft and (WiMLDS) Women in Machine Learning & Data Science.

Hear a variety of tech topics, and network with other women data scientists and leaders from industry tech giants like IBM, SiriusXM, and Lyft.

Register here <http://spr.ly/60450KeGT>



While they acknowledged the layoffs on their website, they were posting their usual posts LinkedIn, including this post promoting a Women in Data Science event to be hosted the same day as layoffs.

[Link to post](#)