

Internship & Apprenticeship Week

Impact Report 2022



Goals & Outcomes

The primary goal of Internship + Apprenticeship Week was to drive **awareness** and **engagement** of the best career development opportunities for our early talent (student and young professional) members.

Tallo partnered with 8 industry leading companies to promote internship and apprenticeship opportunities, interactive workshops, events, Ask Me Everythings with professionals, and more!

Awareness

1,730,000+

Views + Impressions

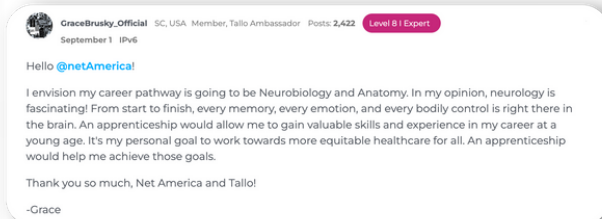
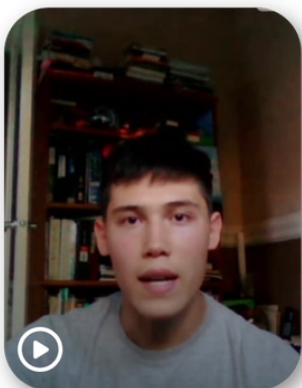
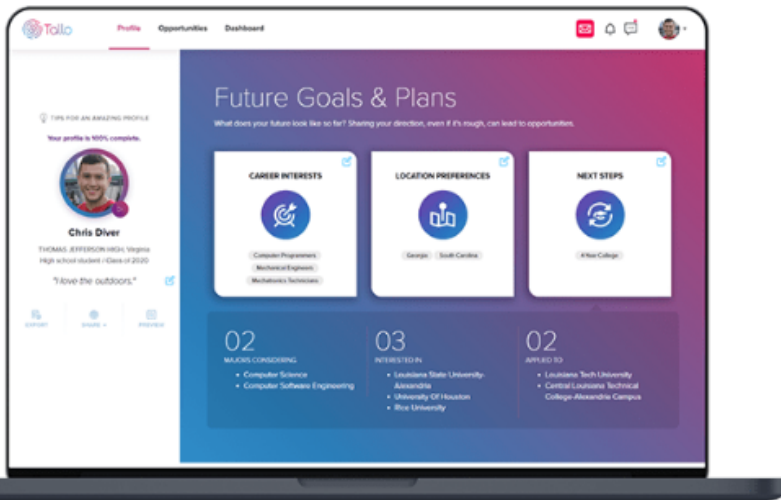
Bringing exposure to internships, apprenticeships, and relevant content

Engagement

538,341+

Unique Members

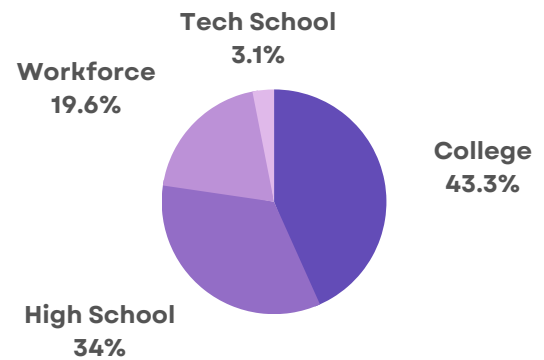
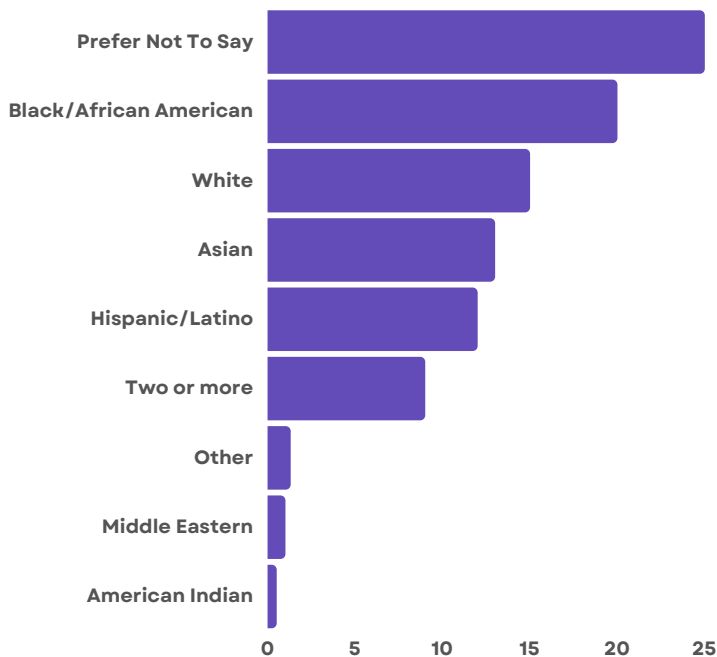
Engaged with IAW through attending events, posting comments, questions, reading emails, and creating content



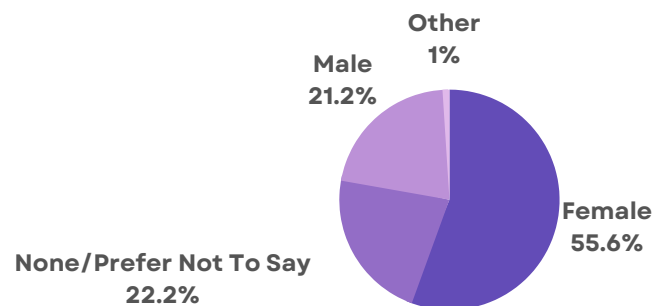
Demographic Breakdown

Member Status

Race/Ethnicity



Gender



Top 10 States

Texas
California
Michigan
Florida
New York

South Carolina
Georgia
Illinois
Virginia
New Jersey

Top 10 Career Interests

Computer Programmers
Surgeons
Aerospace Engineers
Software Developers
Mechanical Engineers

Computer & Information
Pediatrician
Information System
Managers
Chief Executives

Thank you to our partners!





Impact Report

Campaign Email Opens - **690,161**

Tallo Community Pageviews - **13,898**

Community Ad Views - **7,433**

Event Spotlight Session - **306**

Awareness
711,798+
Views + Impressions

The screenshot shows a Tallo community page with a navigation bar (Tallo, Community, Categories, Recent Discussions, Activity, For You, Groups) and a header image of a person pointing at a whiteboard. The main content is a post titled "Take Flight With Aflac - Sales Internship" by user "Aflac Talent Seeker" (Level 3 Contributor), dated September 1. The post features the Aflac logo and the heading "TAKE FLIGHT WITH AFLAC". The text below the heading reads: "There are plenty of decisions to make before you graduate. Aflac can help make this one easy. Get hands-on experience as an Aflac sales intern."

