

# National Apprenticeship Week

## Social Media Toolkit

### About National Apprenticeship Week

National Apprenticeship Week (NAW) is a national event that recognizes the benefits of Registered Apprenticeship (RA) in preparing a highly-skilled workforce to meet the talent needs of employers across diverse industries. During the week of November 11-17, business leaders, labor experts, education professionals, and other partners are encouraged to display their support for RA by showcasing emerging and successful programs, highlighting facilities and learning environments, and telling the stories of apprentices in their communities.

The U.S. Department of Labor leads NAW efforts to emphasize the role apprenticeship programs play in strengthening the U.S. workforce and closing the skills gap. This celebration is a great opportunity for Mississippi industry leaders, community colleges, and partners to highlight the importance and value of apprenticeship programs.

You can join us and get involved by using your social media channels to help promote your events and showcase the benefits of apprenticeship programs.

### Engaging on Social Media

Below are sample posts you can use throughout National Apprenticeship Week to promote your events and highlight the value of apprenticeship programs.

Whether you use the sample posts below or craft your own, be sure to use these hashtags (#NAW19, #ApprenticeMS) and tag us on Facebook @ApprenticeMS and Twitter @ApprenticeMS.

### Promote your National Apprenticeship Week Events

#### Sample Facebook/Linkedin Posts:

- To celebrate the 5th National Apprenticeship Week, we are excited to host an event on [INSERT DATE & TIME] at [INSERT LOCATION]. Learn more about this event and our apprenticeship program on our website. [LINK] #NAW19 #ApprenticeMS
- Apprenticeships offer workers paid, relevant workplace experiences while acquiring the skills and credentials that employers value. Join us as we celebrate the 5th annual National Apprenticeship Week on [INSERT DATE & TIME] at [INSERT LOCATION]. We look forward to connecting with you! #NAW19 #ApprenticeMS



- Apprenticeship programs provide individuals with the unique opportunity to start a new career and acquire valuable skills needed across industries. To learn more about our program, join us on [INSERT DATE] at [INSERT TIME] at [LOCATION] as we celebrate the 5th annual National Apprenticeship Week. #NAW19 #ApprenticeMS
- Apprenticeship is a unique opportunity for individuals to develop new skills and gain valuable work experience that will propel their careers. Share your career goals or your apprenticeship success story with us using #NAW19 #ApprenticeMS.
- Thank you for attending our National Apprenticeship Week event. We hope you enjoyed the program and learned more about the value of apprenticeships. If you have any questions about our apprenticeship program, feel free to let us know in the comments. #ApprenticeMS #NAW19

## Sample Tweets:

- We are proud to join @ApprenticeMS and support National Apprenticeship Week by hosting an event at [INSERT LOCATION] on [INSERT DATE & TIME]. Join us to learn more about our apprenticeship program and how it's helping individuals advance their careers. #ApprenticeMS #NAW19
- This National Apprenticeship Week, we invite you to learn about our apprenticeship program and connect with professionals. We are hosting a #NAW19 event at [INSERT LOCATION] on [INSERT DATE & TIME]. #ApprenticeMS
- We are excited to join hundreds of apprenticeship programs nationwide in celebrating the 5th Apprenticeship Week happening November 11-17, 2019. Learn more about our #NAW19 event on our website and more about apprenticeship by following @ApprenticeMS. [LINK]
- We are committed to helping Mississippians learn skills for jobs in our growing industry. Join us as we celebrate the 5th annual National Apprenticeship Week at [INSERT LOCATION] on [INSERT DATE & TIME]. Learn more about this event at [LINK]. #NAW2019
- Thank you for supporting our National Apprenticeship Week event. You can learn more about apprenticeship programs by following @ApprenticeshipMS. #NAW2019 #ApprenticeMS

**Celebrate National Apprenticeship Week with the following posts for Facebook, Twitter, LinkedIn, or Instagram.**



## Manufacturing Monday

- Advanced manufacturing companies are turning to apprenticeship programs to develop, grow, and retain a skilled workforce according to the @departmentoflabor. #ManufacturingMonday. #NAW2019 #ApprenticeshipMS
- Significant talent shortages and skill gaps are slowing manufacturers' efforts to expand, innovate, and excel according to the @departmentoflabor. Apprenticeship programs are helping to close the skill gaps in Mississippi. #ManufacturingMonday #NAW2019 #ApprenticeshipMS



## Trade Talk Tuesday

- Job opportunities are expanding in vocational careers and trades such as construction, health technologists and technicians, and installation and repair workers according to the @departmentoflabor Bureau of Labor Statistics. #NAW19 #TradeTalk #ApprenticeshipMS. Visit [msapprenticeship.works](http://msapprenticeship.works) to learn more.
- Trades such as welders, cutters, construction workers, machinists, and plumbers were among the 50 most in-demand jobs in Mississippi last year, according to @MDESMS. Learn more about how apprenticeships are helping Mississippi workers find new and rewarding trade careers. #TradeTalk #NAW19 #ApprenticeshipMS



## Workforce Wednesday

- MAP and Keesler launched Mississippi's first banking apprenticeship. Apprenticeship programs can help banking and finance companies recruit, develop, and retain a highly-skilled workforce. #WorkforceWednesday #BankingApprenticeship #NAW19
- Apprenticeship programs are closing the skills gap in information technology jobs around the country and could be an important part of building a skilled IT workforce in Mississippi. Learn more about apprenticeship by following @ApprenticeshipMS. #NAW19 #WorkforceWednesday



## Transportation Thursday

- Mississippi's transportation network ranks 8th best in the nation. Community Colleges are working with transportation companies on apprenticeship programs that are training more Mississippi workers to fill in-demand positions as truck drivers. Learn more at [msapprenticeship.works](https://msapprenticeship.works). #TransportationThursday #NAW19
- Skilled workers in transportation, distribution, and logistics (TDL) are in high-demand across the country and right here in our state. Apprenticeship programs that combine on-the-job training and classroom instruction are helping to fill worker shortages in TDL. Learn more at [msapprenticeship.works](https://msapprenticeship.works). #TransportationThursday #NAW19

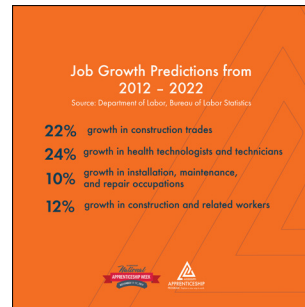
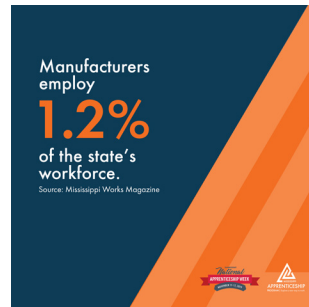
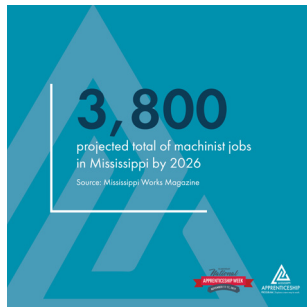


## Hospitality Friday

- Apprenticeships in the hospitality industry are helping business leaders recruit, train, and grow a talented workforce. Learn more about apprenticeship programs by visiting [apprenticeship.gov](https://apprenticeship.gov). #HospitalityFriday #NAW19 #ApprenticeshipMS
- Travel and Tourism is the fourth-largest private-sector employer in Mississippi according to the @visitmstourism. Hospitality apprenticeships could be an important part of growing a skilled hospitality workforce. Learn more about apprenticeships to find out if this "earn while you learn" model could help your business train and retain employees. #HospitalityFriday #NAW19 #ApprenticeshipMS



ADDITIONAL GRAPHICS  
ARE ON THE **NEXT PAGE.**



"As a business of people serving people, the hotel industry thrives because our people are at the core of the industry. We proudly invest in the women and men who are the backbone of the hospitality industry and ensure they have the training, skills, and resources necessary to earn promotions and climb the ladder from entry-level to management, upper management, senior executives and on to the C-Suite."  
Joell Jacob, Executive Vice President and CFO,  
American Hotel & Lodging Association



DOWNLOAD THE SOCIAL  
GRAPHICS **HERE.**

