2015 Skills Summit

Sample Social Media Messaging

February 2015

Meeting with your member of Congress and their staff is just the first step. We encourage you to use social media to keep the conversation going and to amplify our message to policymakers. Below and on the back of this sheet are sample posts for Facebook and Twitter. Please feel free to use these samples as a template or create your own.

Don’t forget to follow NSC on Twitter and Facebook:

- @skillscoalition
- facebook.com/nationalskillscoalition

We’ll repost and retweet to help amplify your message.

Be sure to use hashtags #InvestInSkills and #NSCsummit2015 in both Twitter and Facebook posts to publicly show the volume of our unified message.

Sample Tweets

Before Your Meeting:

- Looking forward to meeting with @______ to discuss our country’s need to #investinskills #NSCsummit2015

After Your Meeting:

- Thx @______ for meeting us to discuss strategies to #investinskills and boost the [STATE] & nat’l economy. #NSCsummit2015
Sample Facebook Messaging

Before Your Meeting

On your Facebook Page:

- Meeting with @______ in DC today to discuss the future of workforce development in [STATE] and across the country. First steps: 1) Invest in our economy by fully funding our workforce programs, 2) Support training for credentials employers value, and 3) make math and literacy education for adults more of a priority to help workers get ahead. Hope the meeting goes well! Stay tuned for updates. #NSCsummit2015

On your Member’s Facebook Page (Note: not all members of Congress enable this option):

- Looking forward to meeting with [you/your staff] today to discuss workforce development programs and strategies for making postsecondary education work for working people. Thank you for agreeing to meet with me and the [STATE] delegation! #NSCSummit2015

After Your Meeting

On your Member’s Facebook Page:

- [POST PICTURE] Thank you for a great conversation today about the importance of workforce development programs to the growth of America’s economy. The [STATE] delegation urges you to [highlight key message(s) on the back of you name badges]. Let’s make these critical economic issues a greater priority this Congress. #NSCsummit2015

Additional Messaging for When You Head Home

Sample Tweets:

- US economy is getting stronger; <@Rep. Name>, <@Sen. Name>: pls support it by fully funding workforce & CTE programs #NSCsummit2015 #investinskills
- <@Rep. Name>, <@Sen. Name>: Modernize Pell to make higher ed. work for working people #NSCsummit2015 #investinskills
- We cannot forget millions of hardworking Americans w/ limited foundational skills. <@Rep. Name>, <@Sen. Name>: invest in adult basic ed!

Sample Posts to Facebook Pages of Members of Congress:

- The economy is getting stronger; we should support this growth by training people for emerging job opportunities. Let’s start by fully funding our workforce and CTE programs, make higher education work for working people through Pell, and commit to Adult Basic Education students. #investinskills #NSCsummit2015