2016 Skills Summit Social Media Toolkit

Use social media to keep the conversation going and to amplify our message to policymakers.

On Twitter

- Join the conversation already happening on twitter: use the hashtags #investinskills #wkdev, #skillsgap, #highered, #wkdev, and #data as appropriate
- Tag @skillscoalition
- Engage with your member of congress by tagging and thanking them on Twitter
- Take & share photos

General

- We're at the @skillscoalition 2016 Skills Summit talking #wkdev #apprenticeship #highered and all the ways we can #investinskills
- Meeting with @___ today to discuss #apprenticeship and #wkdev
- Looking forward to meeting with @______ to discuss our country’s need to #investinskills
- The #skillsgap is real - 54% of jobs are middle skill, but only 44% of workers trained to middle skill level #investinskills
- Lots of 'middle-skill' jobs out there that require more than high school, but not 4yr degree. #investinskills
- Workforce development is bipartisan! Let’s #investinskills & fund workforce and CTE grants

Pell

- Making #Pell job driven will bridge the #skillsgap. Endorse the JOBS Act #highered
- Certificate programs pay – let’s make them eligible for #Pell. Endorse the JOBS Act #skillsgap #highered
- People with certificates earn 20% more lifetime earnings than people with high school degree. #investinskills Pass the JOBS Act
- Thanks @SenKaineOffice @RepRichmond @AyotteNH @robportman for JOBS Act and addressing the #skillsgap
- The money we spend on #Pell isn't aligned with labor market demand. Pass the JOBS Act to address #skillsgap
- The JOBS Act would expand #Pell eligibility to short-term industry-validated credentials #investinskills
SRTKBYG

- Students need #data to make good #highered decisions. Congress should endorse #SRTKBYG @workforceDQC
- Students, educators, employers need #highered #data to know which programs prepare students for jobs #SRTKBYG @workforceDQC
- Will the college program you pick pay off? #data #highered #SRTKBYG #investinskills @workforceDQC
- Thanks to @RonWyden who knows students need good #highered #data BEFORE we invest in our future #SRTKBYG @workforceDQC
- #SRTKBYG would give information about post-college workforce results BEFORE students spent money on school @workforceDQC

Apprenticeship

- #apprenticeship pays off - apprentices earn $300,000 more over course of career - we should #investinskills
- Employers support #apprenticeship by 94%. Congress should support work-based learning #investinskills
- Let’s give WOTC dollars to employers who upskill #apprenticeship #investinskills

CTE

- CTE partnerships work for workers and biz. Congress should support industry & CTE partnerships in Perkins #investinskills #wkdev
- We can #investinskills with Community College to Career Fund Act #wkdev
- @AlFranken knows CTE partnerships work for biz and workers #investinskills with Community College to Career Fund Act

TANF

- Most TANF recipients don’t have skills they need for good jobs. TANF should support high quality training #investinskills #wkdev
- Calling on Congress to lift restrictions on TANF skills training #investinskills #skillsgap

Adult Basic Education

- 36 million adults have limited English & math skills but just 1.5 million served through by fed programs. #investinskills
- Despite great need, federal funding for adult education has decreased by 17% since 2010 #investinskills
- Workers need foundational skills to succeed in training and obtain good jobs. #investinskills #WIOA Title II
On Facebook

✓ Use similar messages to twitter – without a character limit
✓ Use twitter hashtags #investinskills #wkdev, #skillsgap, #highered, #wkdev, and #data
✓ Post on your member of congress’ page
✓ Take & share photos

On your Facebook Page:

- Meeting with @______ in DC today to discuss the future of workforce development in [STATE]. First steps: 1) Invest in our economy by fully funding our workforce programs, 2) Pass the JOBS Act to make Pell grants job driven 3) Pass Student Right to Know Before You Go Act so that students have the data they need about post-college workforce results BEFORE they spend money on a college program. Hope the meeting goes well! Stay tuned for updates. #investinskills

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! #investinskills

Don’t forget to tweet and post a thank you!

- Thx @_________ for meeting us to discuss strategies to #investinskills and boost the [STATE] & nat’l economy.

- Thanks to @_______ for meeting with us today to talk about #Pell #data and #highered, and thanks for your work to #investinskills

- Thanks for meeting with us today and talking about the Community College to Career Fund Act. It’s so important that we support partnerships between industry and community colleges – it’s good for students, colleges, and business! Thanks for considering including support for industry/CTE partnerships in Perkins so that employers have the talent pipelines they need to compete in today’s economy! #wkdev #investinskills