

2017 Skills Summit Social Media Toolkit

On Twitter & Facebook

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

Examples

- We’re at the **@skillscoalition** 2017 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 - 53% of jobs are middle skill, but only 43% 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

If you tweet one thing – it should be 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**

