



2021 WORKFORCE DEVELOPMENT MONTH SOCIAL MEDIA CAMPAIGN

Hashtag: #WorkforceMonth

Workforce development is critical to sustaining economic security for workers in the United States. This month, the Communications Committee is collaborating to highlight the importance of the work being done across the country in workforce development.

Please use the hashtag above and tag @NASWAORG in your state campaigns.

Sept 1-5: Apprenticeships & Youth Outreach

<p>Did you know? 94% of apprentices remain employed after completing an internship program. (Use image w/the following hashtags) #apprenticeships #youthemployment #WorkforceMonth @NASWAORG</p>	<p>NASWA Artboard 1 copy 4wkdevmonth week1.jpg</p> 
<p>Apprenticeships are a fantastic route into higher education and help develop skills for in-demand careers. (Use image w/the following hashtags) #youthemployment #WorkforceMonth @NASWAORG</p>	<p>NASWA Artboard 1 copy 5wkdev-week1.jpg</p> 
<p>Connecting youth with learning and employment opportunities (insert link to state program) #apprenticeships #youthemployment #WorkforceMonth @NASWAORG</p>	<p>wkdevmonth_graphic.mp4</p> 

Sept 6-12: Reemployment & Training

<p>Do you need help getting back into the workforce? We can help! Visit any of our (insert name of One-Stop locations) or online at (Insert link to state job board). #backtowork #returntowork #reemployment #gettingbacktowork @NASWAORG</p>	<p>(use your state job bank image)</p>
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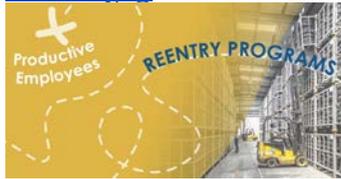
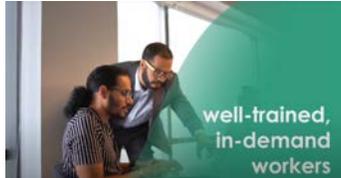
<p>Are you out of a job? We offer training to help you get the skills you need to land the job you want! To find out more, visit (Insert link). #WorkforceMonth #ReturnToWork #BackToWork #gettingbacktowork #reskill @NASWAORG</p>	<p>wkdevmonth_graphic (4).mp4</p>
<p>We Can Help Your Business</p> <ul style="list-style-type: none"> ✓ Post your jobs! ✓ Find qualified employees! ✓ Fill your positions! ✓ Report Refusals of Work! <p>For more information, visit (Insert link to website). #WorkforceMonth #ReturnToWork #BackToWork #gettingbacktowork @NASWAORG</p>	<p>NASWA Artboard 1 copy 14wkdev_week2.jpg</p>
<p>(Insert agency/department name) provides resources to connect you with training opportunities. We can assist you with finding meaningful employment. Visit, (insert link). #WorkforceMonth #ReturnToWork #BackToWork #gettingbacktowork @NASWAORG</p>	<p>NASWA Artboard 1 copy 15wkdev_week2.jpg</p>
<p>Did you know that you can train while you get paid? Find out more about On-The-Job Training opportunities near you by visiting your local (insert name of One-Stop locations) or online at (insert link). #WorkforceMonth #ReturnToWork #BackToWork #gettingbacktowork #OnTheJobTraining @NASWAORG</p>	<p>NASWA Artboard 1 copy 16wkdev_week2.jpg</p>

Sept 13-19: Workforce Partnerships & Collaborations

<p>Collaboration between the workforce system and employers is critical to align training and workforce needs. Thank you to our partners (insert name)! #partnerships #workforcemonth @NASWAORG [gif link]</p>	
<p>(Collaborations / Innovations) in #wkdev and job training are happening every day in (your state) - check this out: (use your state example) #workforcemonth @NASWAORG</p>	<p>(insert your state image)</p>

<p>Collaboration between the workforce system and education is critical to align training and workforce needs. Thank you to our partners (insert name)! #partnerships #workforcemonth @NASWAORG [Gif Link]</p>	
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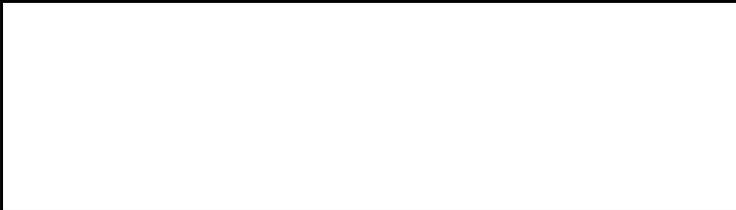
Sept 20-26: Reentry and Business Services

<p>Check out these upcoming job fairs and hiring events! @NASWAORG #WorkforceMonth #(YourState)#Workforce #Jobs #Jobfairs 20</p>	<p>wkdevmonth_graphic (2).mp4</p> 
<p>Re-entry programs in (state name) help former inmates make the transition into productive employees who arrive on the job, trained, and ready to go to work for employers across our state. @NASWAORG #WorkforceMonth #(YourState)#Workforce #Jobs</p>	<p>NASWAartboard 1 copy 6wkdev-week3.jpg</p> 
<p>We are training #jobseekers and producing a qualified & skilled workforce for #employers in every corner of the state. @NASWAORG #WorkforceMonth #(YourState) #Jobs #JobSeekers</p>	<p>NASWA_wkdevmonth_video.mp4</p> 
<p>Employers, use [name of state job board] to recruit employees you need. Take the next step at [url to job board]. #WorkforceMonth #Jobs @NASWAORG</p>	<p>(use your state job bank image)</p>

Sept 27-30: Adult Education/Training & Literacy

<https://www.proliteracy.org/AEFL-Week>

<p>43 adults in need of raising basic reading & math skills. Get the facts about #adulthoodu: http://ow.ly/BP8KM #AEFLWeek #workforcemonth @NASWAORG</p>	<p>NASWAartboard 1 copy 12wkdev_week4.jpg</p>
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#AdultEdu lifts people out of #poverty: Higher salaries, good job opportunities, higher savings, better working conditions. #AEFLWeek #workforcemonth @NASWAORG

[NASWA Artboard 1 copy 17wkdev_week4.jpg](#)



#AdultEdu drives economic mobility for adults & families and economic recovery for America. #AEFLWeek #workforcemonth @NASWAORG

[NASWA Artboard 1 copy 13wkdev_week4.jpg](#)



Teach the parent; reach the child. Support family literacy and #wkdev training programs. #AEFLWeek #workforcemonth @NASWAORG

[wkdevmonth_graphic \(1\).mp4](#)

