



# NATIONAL APPRENTICESHIP WEEK TOOLKIT 2023



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This year, National Apprenticeship Week begins on November 13. It's a time when policymakers, funders, partners, and media outlets are looking to highlight the work being done around apprenticeship. We hope you'll take the opportunity to draw attention to your own work and the transformational power of youth apprenticeship.

We've done some of the groundwork to help you make a splash. Included in this NAW toolkit are:

- Ideas for making the most of Apprenticeship Week
- Apprentice Profile Templates for highlighting superstar apprentices on your social media channels
- Plug-and-Play Social Posts that help educate and build awareness around youth apprenticeship
- Additional promotional resources and ideas can be accessed through ApprenticeshipUSA's resource page.

But in addition to the included social sharables, we encourage you to create your own content about your program to let your employees, professional peers, customers and partners know why you believe youth apprenticeship is important to your company and your community.



CLICK LOGO FOR FULL-SIZE



## ANCHOR-CONTENT IDEAS

Do you have a news announcement you can release during NAW?  
Are you holding an event?

For example, CareerWise Colorado will be promoting its partnership with the State of Colorado for the Apprenticeship Awards and announcing an impact report.

### News Announcement Ideas

- New Employers (notable brand names, commitments to sizable cohorts, round-up of employer partners signed year-to-date, etc...)
- New Partners (industry associations, school districts, higher ed, etc...)
- Milestones (number of apprenticeships,

### Event Ideas

*If you are holding an event during NAW, be sure to register it [here](#) with the USDOL for additional promotion.*

- Award Ceremonies (recognize your apprentices and partners with awards in categories such as ...)
- Recruitment Events at schools (including CareerWise sessions, job fairs, apprentice fairs, etc...)
- Site Visits (invite local and/or state officials to see youth apprenticeship in action and hear from apprentices, employers, and educators)

The USDOL has created an [event planning toolkit](#) that may be useful.



# SOCIAL MEDIA

Your social channels are an important medium for you to share your story. Along with your website, it's one of the most common places people look for information about your organization. We've provided a few simple tools for you to use in social media during National Apprenticeship Week below.

## Social Hashtags

Hashtags aren't just shorthand summaries of the post topics. They're searchable, so that's how we join larger conversations on social media with our own messaging. Here are some hashtags you can use during NAW.

- #NAW2023
- #Apprenticeship
- #YouthApprenticeship
- #EarnWhileYouLearn

## NAW Launch Posts

Copy and paste the text into your social post and download the NAW logo [here](#)

(LinkedIn, Facebook, Instagram):



Join us in celebrating National Apprenticeship Week! For students, a youth apprenticeship is a good-paying job that can lead directly to a career or college. For employers, it's a new, diverse talent pipeline in modern industries that can strengthen the economy and keep a competitive edge. #NAW2023 #YouthApprenticeship #EarnWhileYouLearn #Apprenticeship

(Twitter):



Join us in celebrating National Apprenticeship Week! For students, a youth apprenticeship can lead directly to a career or college. For employers, it's diverse talent pipeline that can strengthen the economy and keep a competitive edge. #NAW2023 #YouthApprenticeship #EarnWhileYouLearn #Apprenticeship



## Apprentice Showcase Template

We've created a template for you to highlight your apprentices on social media and create awareness around the benefits of youth apprenticeship to your community. It's an authentic way of telling mini-stories about our apprentices and their employers. While it's included as part of the NAW 2023 toolkit, it's something you can use year 'round.



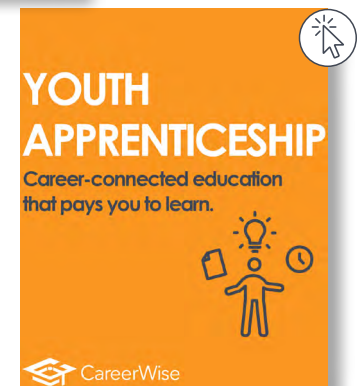
CLICK IMAGE FOR TEMPLATES



CLICK IMAGE FOR INSTRUCTIONS

## Plug-and-Play Posts

Download these images as ready-to-go social posts. Feel free to add additional commentary in the post or just post the image.





## AMPLIFICATION OF NATIONAL CONTENT

CareerWise will be posting content multiple times per day during NAW. Re-posting it on affiliate feeds can help amplify its reach and connect affiliates to larger audiences. CareerWise will share its social media calendar with you by early November so you can include re-posting into your own schedule. In the meantime, here are the types of things we'll be posting.

### Videos for Social Media

We've also included a series of :30 social media films for you to create your own posts around in this CareerWise YouTube playlist.

Paste the link to individual videos along with some commentary to create engaging posts.

CLICK HERE FOR VIDEOS



### Network Retreat Recap

- Attendee testimonials – social
- Summary – blog/social

### National Youth Apprenticeship Summit

- Attendee testimonials – social
- Summary – blog/social

### YA Documentary – “Tomorrow’s Talent Today”

- Online premiere
- Potential Q&A panel

### Apprenticeship Photography

It's important to be authentic in our communications. With that in mind, it's always best to use actual CareerWise apprentices and supervisors in our marketing. If you have quality photography and videos of your own apprentices, that's great—use those! But if you need some images of youth apprenticeship in action, [\*here's a library of images for your use\*](#)

