

Social Media Toolkit Scripts

One-Person Scripts

1. “A Day In the Life” series

Camera opens with an alarm clock buzzing, cut to a young apprentice getting ready

"Alright, real talk—this is what a day in the life of an apprentice actually looks like. No, it's not just coffee runs and paperwork."

Quick montage of getting tools, arriving at site or office, interacting with coworkers

"By 9 AM, I've already handled tasks that most people don't see until their first job out of college. I get to *learn* while I *do*. Hands-on training, real mentors, and yep—I get paid."

Cut to apprentice working with a team, laughing, solving problems

"Every day brings something new, and I'm stacking skills that actually matter. This isn't some hypothetical classroom exercise—this is the real world, and I'm in it."

End with a smile and a wave at camera

2. “How My Apprenticeship Helped Jumpstart My Career”

Begin with old photo of self in high school, fade to current version in a work setting

"Two years ago, I didn't even know what I wanted to do with my life. Today? I'm working in the field I used to just dream about."

Show work setup or a cool project

"My apprenticeship gave me that head start. It's not just job experience—it's mentorship, networking, and actual career development before most people even graduate."

Cut to footage of team meeting or project showcase

"I'm already building a portfolio, gaining trust, and making moves. College is great, but this gave me direction *and* a paycheck. Win-win."

3. "Lessons I Learned As An Apprentice"

Camera starts with apprentice holding a toolbox or laptop

"Quick rundown: three lessons I learned during my apprenticeship—and trust me, they stick."

Show split screen or quick visuals

"Lesson one: Mistakes are gold. Every time I messed up, someone was there to guide me, not grade me."

"Lesson two: People matter. You learn faster when you're part of a crew that's invested in your growth."

"Lesson three: Confidence isn't given—it's built. Over time, I stopped asking 'Can I?' and started saying 'Watch me.'"

Cut to confident smile

"Real-world wisdom hits different. I didn't just learn a skill—I learned who I could become."

4. "5 Reasons to Do An Apprenticeship In Highschool"

Start upbeat, fast cuts with text overlays

"High school students—listen up! Here are 5 reasons you *need* to look into apprenticeships."

Quick countdown

"1. Real-world experience. While others study diagrams, you're using tools."

"2. Earn while you learn. Yes, you actually get paid."

"3. Explore careers early. Try it now, commit later."

"4. Mentorship. You'll connect with pros who care."

"5. Resume glow-up. By graduation, you've got skills *and* references."

Closing shot of apprentice fist-bumping coworkers

"You don't have to wait to be 'grown up' to start building your future. This is your moment."

5. "Success Stories: From Apprentice to Pro"

Start with dramatic transition: old school photo → present day work photo

"Back then, I was just another student. Now? I'm a certified pro doing what I love—and it all started with my apprenticeship."

Clips of past and present work

"I learned the ropes, made real connections, and turned my skills into a career. While my friends were still figuring things out, I was already building something big."

Cut to smiling, empowered stance

"Apprenticeship didn't just teach me a job—it showed me my worth. And honestly? That changed everything."

Two Person Script

6. “Why I Chose An Apprenticeship”

Characters: Apprentice (A), Friend (F)

Script:

F: “Wait—you didn’t go to college? What are you doing now?”

A: “Apprenticeship. I’m learning on the job, getting paid, and building my career.”

F: “Seriously? I thought apprenticeships were just for trades.”

A: “That’s the myth! I’m in digital marketing. My mentor’s a pro, and I’ve already worked on real campaigns.”

F: “So you’re not drowning in student loans?”

A: “Nope. I earn while I learn. And I’ll have two years of experience by the time my friends graduate.”

F: “Okay, that’s actually genius.”

A: “It’s not just a shortcut—it’s a smart start.”

7. “How to Land An Apprenticeship”

Characters: Apprentice (A), Curious Teen (T)

Script:

T: “I keep hearing about apprenticeships, but how do you even get one?”

A: “Step one: figure out what you’re into. Trades, tech, business—there’s something for everyone.”

T: “Okay, I’m into design. What next?”

A: “Build a simple portfolio. Then hit up sites like gov.uk or local programs. I found mine through a school counselor.”

T: “Do I need experience?”

A: “Not much. Just show you’re eager to learn. I nailed my interview by talking about a school project.”

T: “So it’s like applying for a job?”

A: “Exactly. But with built-in training and mentorship.”

8. “Apprenticeship Myths Busted”

Characters: Apprentice (A), Skeptic (S)

Script:

S: “Apprenticeships are just for people who didn’t get into college, right?”

A: “Wrong. I chose this path because it fits *me*. I’m learning faster and working smarter.”

S: “But don’t apprentices get paid peanuts?”

A: “I make more than some entry-level grads. Plus, no debt.”

S: “Still feels like a backup plan.”

A: “Tell that to my coworker who started as an apprentice and now leads a team.”

S: “Okay, maybe I’ve been sleeping on this.”

A: “Time to wake up. Apprenticeships are legit.”

9. “Apprentices In Unexpected Placed”

Characters: Apprentice (A), Surprised Friend (F)

Script:

F: “Wait—you’re doing an apprenticeship in fashion?”

A: “Yep! I work with a local designer, learning everything from sketching to sourcing.”

F: “I thought apprenticeships were just for electricians and plumbers.”

A: “Nope. They’re everywhere—tech, media, even aerospace.”

F: “That’s wild. I never knew.”

A: “It’s the best-kept secret. You just have to look beyond the usual.”

F: “Okay, I’m officially intrigued.”

A: “Good. Because apprenticeships are showing up in all the coolest places.”

10. “Hands-On Learning vs. Classroom Learning”

Characters: Apprentice (A), Student (S)

Script:

S: “I just spent three hours in a lecture. My brain’s fried.”

A: “Meanwhile, I built a prototype today. Hands-on learning hits different.”

S: “But don’t you miss the theory?”

A: “We get that too—just applied in real time. It sticks better.”

S: “So you’re learning and working?”

A: “Exactly. I’m not just memorizing—I’m mastering.”

S: “Okay, that sounds way more useful.”

A: “It is. Apprenticeships turn knowledge into action.”