



# MFG Day Action Partner Toolkit

There are many ways to show support for MFG Day! Whether it's hosting a virtual or in-person event, attending an MFG Day event virtually or on-site, or promoting MFG Day through your social media channels, stay involved and help us showcase the best that the manufacturing industry has to offer.

## Virtual or In-Person Events



**Plant Tours**



**Community Events & Expos**



**Educational Fairs**



**Job Fairs**



**Celebrations**

## How to Get Involved

**1**

**Host an Event**

**2**

**Find an Event**

**3**

**Invite Your Community**

**4**

**Spread the Word**

# Digital Promotion Strategy Ideas

Activating your digital channels is a great way to show engagement during MFG Day. Here are some ideas for how you can let your followers know about MFG Day in the days leading up to October 1.

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## One Week Reminder Post

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## Creator Spotlight

Highlight one or more team members at your company. Explain their path into manufacturing.

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## Promote Your Event

Are you hosting an event? If so, post the details of the event so your followers can attend if they would like!

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## Shopfloor Virtual Tour

Show your followers your own plant or facility! Post a few photos explaining where you work, or even consider going on Facebook Live or recording a short video giving a condensed preview of your facility.

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## Post Countdown Graphics

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## Creator Stories

Record videos of team members at your company explaining what they like about their jobs and why students should consider a career in modern manufacturing.

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## Why MFG Day?

Explain to your followers why MFG Day matters, and why they should help share the #CreatorsWanted message of the day with more students, parents, teachers and job seekers.

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**Reminder Post** on day of event. Show excitement. Use #MFGDay21 hashtag.

## Sample Twitter Content

