

# 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 EventsImage: Plant ToursImage: Plant ToursImage: Community Events & ExposImage: Plant ToursImage: Plant Tours

# How to Get Involved



## **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.

### **One Week Reminder Post**



SEPT

### Creator Spotlight

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



### **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!



SEPT

SEPT

### **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.

### **Post Countdown Graphics**

### **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.

### 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.



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

### Sample Twitter Content





a #MFGDay21 event virtually or in person, register it here so more potential attendees can find it. creatorswanted.org/register-event #CreatorsWanted 企 O 1J က

Your Organization

Hey [insert your state name]: #MFGDay21 events showcase the opportunities modern manufacturing careers provide! Check out events in our area: creatorswanted.org/find-events  $\heartsuit$  $\mathcal{O}$ 心 <u>'</u>1



Manufacturing's biggest annual event is Oct. 1! Follow @MFGDay and show support on social media by including the #MFGDay21 hashtag with your retweets. creatorswanted.org/mfgday #CreatorsWanted



If @ @MFGDay in @manufacturing-day CreatorsWanted.org © 2021 Manufacturing Institute. All rights reserved.