



Promo Kit: Downloadable Images and Social Media Posts

Share the Apprenticeships toolkit with families, students, educators, and workforce development leaders! Edge Factor has created plug-and-play promotional tools to make it as easy as possible for you to share. If you have any questions, please email Edge Factor at info@edgefactor.com.

Top 3 Ways that you can share and promote your Apprenticeships Event:

1. Announce your experience in an **Article or Blog**. Scroll down to view a customizable article that you can add your information to and publish!
2. Share the tools over **social media**. Scroll down to download/ use royalty free images and pre-written social media captions and tweets.
3. Send out a **Newsletter**. Use the images we've shared to promote the tools in a newsletter or e-blast.

Step 1: Follow Edge Factor on Twitter, Instagram, Facebook, and LinkedIn!

We will do our best to like, retweet, and/or share your posts and articles:

- For Canadians: twitter.com/edgefactor_ca and for Americans: twitter.com/edgefactorus
- [instagram.com/EdgeFactorShow](https://www.instagram.com/EdgeFactorShow)
- [facebook.com/EdgeFactor](https://www.facebook.com/EdgeFactor)
- [linkedin.com/company/Edge-Factor](https://www.linkedin.com/company/Edge-Factor)

Step 2: Use the Hashtags #NAW2021 #apprenticelife #apprenticeships

Step 3: Share the Sample article and social media images + captions below!

1. Sample Article to announce your Apprenticeship event

Feel free to use this sample article to copy/paste/ edit as needed, and insert your school's information!

<INSERT DATE> - In November and December 2021, <INSERT ORGANIZATION NAME> is encouraging students and job-seekers across North America to discover the power of apprenticeships! During these months, we are equipping educators, industry, and workforce leaders with high impact tools to showcase apprenticeable careers and promote apprenticeship training programs.

On both sides of the US-Canadian border, governments are providing funding to companies and encouraging them to host apprenticeships, so they can build their workforce, provide hands-on training, and help apprentices complete their certification. Apprenticeships benefit employers by bridging the existing skills gaps, as apprentices learn what they need to succeed in their chosen field.

"Apprenticeships merge on-the-job training with classroom learning, making it an ideal way for students and job-seekers to gain the skills they need to be successful in their career," said Jeremy Bout, Founder and President of Edge Factor. "The unique relationship shared between apprentices and trainers is built on growth, sharing of knowledge, and personal development. We've heard time and time again in the many apprenticeship programs that we have worked with, that apprentices become journeypersons with better safety performance, greater overall productivity, and fewer mistakes. It's a rewarding training and career pathway for anyone to take."

The Apprenticeships Experience Toolkit

This year <Insert Organization Name> will be sharing media and tools for families, educators, and industry leaders to explore for FREE online. Each of the 5 Days of STEAM included in the Apprenticeships toolkit are filled with inspirational stories, Virtual Workplace Experiences, Career Profile videos and Soft Skills media for students and families to discover.

Available for free to everyone, this content can be found on the following links:

- **Apprenticeships Toolkit homepage:** edgefactor.com/Apprenticeships-experience
- **Day 1: Science** - edgefactor.com/Apprenticeships-Science
- **Day 2: Technology** - edgefactor.com/Apprenticeships-Technology
- **Day 3: Engineering** - edgefactor.com/Apprenticeships-Engineering
- **Day 4: Art** - edgefactor.com/Apprenticeships-Art
- **Day 5: Math** - edgefactor.com/Apprenticeships-Math

<INSERT QUOTE AND INFORMATION ON YOUR ORGANIZATION>

5 Reasons why YOU should host an Apprenticeships Experience

1. Recruit new students to enroll in tech-ed and apprenticeship programs

2. Inspire students and job-seekers to pursue apprenticeable careers
3. Reach parents at home to change antiquated perceptions of skilled trades careers.
4. Build relationships between local schools and businesses by inviting them to participate and share information on the Apprenticeship opportunities they offer.
5. Help students understand how STEAM and Soft Skills come alive in real-world careers

Edge Factor's mission is to guide students and job-seekers through a career exploration journey from, "I have no idea what to do with my life!" all the way to launching a local training and career pathway. The team members at Edge Factor often say, "We run with runners!", and working with <INSERT YOUR ORGANIZATION NAME> demonstrates our shared commitment to creating, sustaining and retaining a robust skilled trades workforce.

For more information on the Apprenticeship Kit, contact Edge Factor:

Edge Factor empowers communities across North America to tackle workforce development, inspire students, reach parents, and build relationships between local companies, schools, and families.

Visit edgefactor.com to learn more, or email us at info@edgefactor.com.

2. FREE Social Media Images and Captions

Promote your Apprenticeships event and the high impact tools included in the free toolkit! To give you a head start, we created marketing and social media images, and even authored captions and tweets for you to copy and paste. These posts and tweets will encourage your community to explore manufacturing through a STEAM perspective, using inspirational stories, virtual workplace experiences, and videos that showcase careers, STEAM, and Soft Skills.

Step 1: Download free Images

[Click here to download the main Apprenticeships Experience Banner.](#)

Step 2: Copy & Paste pre-written captions and tweets & share over social media:

General announcement + invitation for students and parents to participate:

- [Click here to download image.](#)
Check out the #apprenticeships toolkit! It provides 5 days of FREE high impact media & interactive resources that showcase apprenticeable careers in the #skilledtrades. Register today: offers.edgefactor.com/apprenticeship-experience
- Engage with students and reach parents at home to discover industries, explore apprenticeable career pathways, and learn how STEAM (Science, Technology, Engineering, Art, Math) and Soft Skills

come alive on-the-job. #NAW2021 #apprenticelife #apprenticeships

offers.edgefactor.com/apprenticeship-experience

- Discover the amazing companies, #apprenticeable #careers that our community has to offer! Register today: offers.edgefactor.com/apprenticeship-experience
- Calling all of our local businesses and schools! You can host a FREE #Apprenticeships event with high impact tools from @EdgeFactor. Access these tools here: offers.edgefactor.com/apprenticeship-experience

Day 1: Science

- [Click here to download image.](#)
TODAY IS DAY 1 of this week's #apprenticeships 5-day #STEAM Experience! Discover how Science comes alive in these apprenticeable careers: edgefactor.com/apprenticeships-science Thank-you to our partners @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @myblueprint @WomeninMFG @PrecisionMetalformingAssociation
- [Click here to download image.](#)
Bon Appetit! Discover how culinary masterpieces are prepared for small intimate gatherings and for banquets of thousands @DeerhurstResort. Sous Chef Hayley takes us behind closed doors and into her commercial kitchen to showcase the tool, equipment and science of cooking. Visit edgefactor.com/apprenticeships-science to watch and share this video and more!
- "We are not what we know but what we are willing to learn." - Mary Catherine Bateson. Discover how the willingness to learn on-the-job is a vital to #apprenticeship success.

Day 2: Technology

- [Click here to download image.](#)
TODAY IS DAY 2 of this week's #Apprenticeship Experience! Showcase the skilled trades that are using emerging technology. Robotics, Artificial Intelligence, Computer Aided Design and more! Visit: edgefactor.com/apprenticeships-technology
- [Click here to download image.](#)
Discover how Radiographic testing technology is being used in the manufacturing industry. Join Chaza, an NDT Technician @applus as he explains the tools and technology used in non-destructive testing. Visit edgefactor.com/apprenticeships-technology to watch and share this video and more!

- Why should you care about being versatile or paying close attention to details? You just an #apprentice. Really!? You don't know? It's simple! These characteristics make you a valuable team member that an employer wants to hire once your apprenticeship is complete. Visit edgefactor.com/apprenticeships-technology to hear from industry why these life skills are important to embrace when working in the skilled trades.

Day 3: Engineering

- [Click here to download image.](#)
TODAY IS DAY 3 of this week's #Apprenticeship Experience with @EdgeFactor @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @myblueprint @WomeninMFG @PrecisionMetalformingAssociation! Discover the apprenticeable careers in Engineering: edgefactor.com/apprenticeships-engineering
- [Click here to download image.](#)
DIVE...DIVE... DIVE! Go behind closed doors and discover the creative engineering happening @deeptrekker. Learn more about robotics engineering, assembling, and quality testing to explore shipwrecks, ocean life, and more! Visit edgefactor.com/apprenticeships-engineering to watch and share this video and more!
- Adaptability is the ability to rapidly learn new skills in changing circumstances. Hmm.. that sounds like a very #important #skill for #apprentices. Visit edgefactor.com/apprenticeships-engineering to watch and share this video and more!

Day 4: Art

- [Click here to download image.](#)
TODAY IS DAY 4 of this week's #Apprenticeship Experience with @EdgeFactor @AMESCHOOLS, @NCATC1, @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @WomeninMFG @myblueprint @PrecisionMetalformingAssociation! Visit edgefactor.com/apprenticeships-art to watch and share this video and more!
- [Click here to download image.](#)
Close your eyes and think about the design of airplane. Think about the seats in first class vs the seats in coach, the overhead cabins, aisle..even washrooms. Has it ever crossed your mind that those elements are all a part of a design? Join Francisco, a Mechanical Design Specialist as he takes us on a walk and talk tour @AZaircraftinteriors. Visit edgefactor.com/apprenticeships-art to watch and share this video and more!

- WATCH NOW: Check out today's FREE #Apprenticeship videos and activities to explore how ART comes alive in apprenticeable career pathways: edgefactor.com/apprenticeships-art Thanks to @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @myblueprint @WomeninMFG @PrecisionMetalformingAssociation for creating this year's #Apprenticeship kit!

Day Five: Math

- [Click here to download image.](#)
TODAY IS DAY 5 of this week's #Apprenticeship Experience with @EdgeFactor @AMESCHOOLS, @NCATC1, @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @WomeninMFG @myblueprint @PrecisionMetalformingAssociation! Discover how Math comes alive in these apprenticeable careers: edgefactor.com/apprenticeships-math
- [Click here to download image.](#)
What is boilermaking? What kinds of skills should I have in order to be successful as a boilermaker? Great questions! Nickie Lavoie from @TESCICS has got all the answers. Watch or share this virtual workplace experience and be inspired to consider an #apprenticeship as a boilermaker! Visit edgefactor.com/apprenticeships-math today!
- WATCH NOW: Check out today's FREE #Apprenticeship videos and activities to explore how MATH comes alive in apprenticeable career pathways: edgefactor.com/apprenticeships-math Thanks to @AMESCHOOLS @ABBMotorsAndMechanicalUS @NCATC1 @NTMANOW Canadian Manufacturers & Exporters @GoNIMS @myblueprint @WomeninMFG @PrecisionMetalformingAssociation for creating this year's #Apprenticeship kit!