

BLU Fly-In Social Media Toolkit

Washington DC Fly-In

December 2016

- ✓ **If you do only one thing:** tag and **THANK** your reps on twitter after your meeting!
- ✓ **If you can do two things:** click to [join @BLU4WP's online flash mob](#) before **December 7**.
- ✓ Join the conversation already happening on twitter: use hashtags #investinskills #wkdev, #skillsgap,
- ✓ Tag @BLU4WP
- ✓ Take and share photos

Before the fly in:

Reach out to your representatives on Facebook and Twitter. Tag them, thank them for meeting with you.

- ✓ Meeting with @_____ in DC to discuss #skillsgap #wkdev in [STATE] Hope the meeting goes well! Stay tuned for updates. #investinskills
- ✓ Looking forward to meeting with @_____ to discuss our country's need to #investinskills
- ✓ Post on your member's Facebook page (if they allow it): Looking forward to meeting with you and your staff to discuss workforce development and how to #investinskills. Thank you for agreeing to meet with me and the [STATE] delegation!

During the fly-in:

Use these sample tweets. Retweet @BLU4WP & @skillscoalition. Post your own.

- ✓ Middle-skill jobs make up 54% of the US labor market. Only 44% of the workforce is trained for them. #investinskills
- ✓ We have to invest in #communitycolleges that train workers for a middle-skill jobs for a stronger economy!
- ✓ Hiring middle skill workers means we have to TRAIN middle skill workers. Close the #skillsgap and invest in #wkdev

After the fly-in:

- ✓ Thx @_____ for meeting us to discuss strategies to #investinskills and boost the [STATE] & nat'l economy.
- ✓ Thanks to @_____ for meeting with us today to talk about #Pell #data and #highered, and thanks for your work to #investinskills



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