

BLU Fly-In Social Media Toolkit

Washington DC Fly-In

September 2017

- ✓ **If you do only one thing:** tag and **THANK** your reps on twitter after your meeting!
- ✓ Join the conversation already happening on twitter: use hashtags #investinskills #wkdev, #skillsgap,
- ✓ Tag @BLU4WP, your company and/or your chamber
- ✓ Take and share photos

Before the meeting:

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!

On the Hill:

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 must invest in #wkdev that train workers for 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 to discuss strategies to #investinskills and boost the [STATE] & nat'l economy.
- ✓ Thx to @_____ for meeting to talk about #wkdev via job-driven #Pell, and for your work to #investinskills!
- ✓ Thx to @_____ for meeting to discuss #wkdev that works for biz and workers, and for your efforts to close the #skillsgap!



Business Leaders United
for Workforce Partnerships