

**NATIONAL**  
*signing day*

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May 5, 2022

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IN-PERSON  
EVENT TOOLKIT



# SKILLSUSA NATIONAL SIGNING DAY 2022

Thank you for being part of SkillsUSA National Signing Day. As a school/chapter advisor, you are truly making a difference in the lives and futures of SkillsUSA members!

## What is SkillsUSA National Signing Day?



Local SkillsUSA chapters are encouraged to host a signing day event at school and invite business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to honor students as they sign “letters of intent” for a job offer, apprenticeship or advanced technical training.

## Date



SkillsUSA National Signing Day will be held on  
**Thursday, May 5, 2022**

## Eligibility



Signing Day is for all SkillsUSA high school seniors and college/postsecondary members who have committed to pursuing a career as a professional in any of the skilled trades.

## Registration



To participate, advisors should register in SkillsUSA Register ([register.skillsusa.org](https://register.skillsusa.org)). There is no charge to participate.



## Questions & Support



Contact the SkillsUSA Customer Care Team at 844-875-4557 or [customercare@skillsusa.org](mailto:customercare@skillsusa.org).

## Event Planning & Media Promotion Toolkit

If you are participating in SkillsUSA National Signing Day, this toolkit contains everything you need to plan, organize, and execute a successful event. Remember to start by checking with your school principal or CTE administrator to receive permission to participate.

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# MESSAGING AND TALKING POINTS

Use this messaging to help prepare people who will be speaking at your event.

## About SkillsUSA National Signing Day

- SkillsUSA National Signing Day will be held on Thursday, May 5, 2022.
- Signing Day is for SkillsUSA members who are high school seniors or college/postsecondary members who have committed to pursuing a career as a professional in any of the skilled trades. Members must register to participate in the National Signing Day event, but there is no charge to students or schools.
- Local SkillsUSA chapters are encouraged to host a signing day event by inviting business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to honor students signing “letters of intent” for a job offer, apprenticeship or advanced technical training.



## About SkillsUSA

SkillsUSA is a nonprofit national education association serving middle-school, high-school and college/postsecondary students preparing for careers in trade, technical and skilled service (including health) occupations. SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. SkillsUSA helps each student excel.

Mission Statement: SkillsUSA empowers its members to become world-class workers, leaders and responsible American citizens. SkillsUSA improves the quality of our nation’s future skilled workforce through the development of Framework skills that include personal, workplace and technical skills grounded in academics.

SkillsUSA serves more than 372,000 students and instructors annually. This includes nearly 21,000 instructors who join as professional members. Including alumni, SkillsUSA membership totals over 435,000. SkillsUSA has served more than 13.6 million annual members cumulatively since 1965.

## Invitation Tips

When developing your SkillsUSA National Signing Day event invitation list, consider reaching out to the following groups and stakeholders:

- Family and friends of students participating in the event
- Business partners students are signing with
- Colleges/universities/technical colleges students are signing with
- SkillsUSA Alumni
- School Administrators
- Teachers — ask to spread the word to family/friends
- School career advisors and high school counselors
- Local elected officials, government officials, county boards/city councils, etc.
- Local networking/professional groups
- Local community organizations
- Local veterans’ organizations/military recruiters
- Local industry groups
- Local unions (carpenters, plumbers, steelworkers, electricians, etc.)

# EVENT PLANNING CHECKLIST

If you're planning a SkillsUSA National Signing Day event, this checklist will help you get started.

## Six Weeks Out (March 24)

- Register your SkillsUSA members before the deadline: April 15, on SkillsUSA Register ([register.skillsusa.org](https://register.skillsusa.org)).
- Determine the date, time, and format of the event.
- Recruit volunteers and assign roles as applicable (invitations, setup, food, social media posting, communications, registration table, publicity, etc.).
- Order SkillsUSA event supplies (logoed host bundles, padfolios, writing pens, etc.) on SkillsUSA Shop ([shop.skillsusa.org](https://shop.skillsusa.org)).

## Five Weeks Out (March 31)

- Continue to register your SkillsUSA members by April 15 on SkillsUSA Register ([register.skillsusa.org](https://register.skillsusa.org)).
- Reserve location for the event.
- Coordinate Audiovisual (AV) and other vendor needs (furniture, permits, etc.).
- Develop general invitation and registration list (see invitation tips on page 2).
- Consider creating an online event (Facebook, Eventbrite, etc.) to share information with attendees.
- Coordinate speaker(s)/panel if applicable.
- Order SkillsUSA event supplies (logoed host bundles, padfolios, writing pens, etc.) on SkillsUSA Shop ([shop.skillsusa.org](https://shop.skillsusa.org)).

## Four Weeks Out (April 7)

- Continue to register your SkillsUSA members by April 15 on SkillsUSA Register ([register.skillsusa.org](https://register.skillsusa.org)).
- Develop agenda for the event, including talking points, handouts or one-pagers, and PowerPoint presentations, if needed. (See the sample on page 4.)
- Consider how to incorporate the SkillsUSA National Signing Day logo into your promotional materials.
- Announce event internally as appropriate (newsletter inclusion, intranet content, staff meetings, etc.).
- Begin promoting your event (including press release, distribution, media pitching, social media posts) using #SkillsUSANationalSigningDay, online community calendars, an announcement on your website, etc. (For tips and content ideas, see page 15.)
- Send personal invitations to family and friends of each student participating in the event, business partners students are signing with, schools students are signing with, SkillsUSA Alumni, school administrators, teachers, school career advisors and high school counselors.
- Invite additional attendees, if applicable (elected officials, local media outlets, local businesses, etc.).
- Order SkillsUSA event supplies (logoed host bundles, padfolios, writing pens, etc.) on SkillsUSA Shop ([shop.skillsusa.org](https://shop.skillsusa.org)).

## Three Weeks Out (April 14)

- Continue to register your SkillsUSA members by April 15, on SkillsUSA Register ([register.skillsusa.org](https://register.skillsusa.org)).
- Plan food/beverage needs for the event.
- Track and confirm event RSVPs.
- Refine speaker materials needed (talking points/presentations)
- Determine required safety equipment, if applicable.
- Post on social media using #SkillsUSANationalSigningDay.

## Two Weeks Out (April 21)

- Send invitation reminder to attendees who have not responded.
- Coordinate internal planning group to review event materials and confirm roles and responsibilities for day-of.
- Post on social media using #SkillsUSANationalSigningDay.

## One Week Out (April 28)

- Confirm details and logistics with speakers (e.g., travel plans, special needs, etc.).
- Practice presentations with SkillsUSA chapter members.
- Share final event materials with event speakers.
- Finalize attendee list.
- Post on social media using #SkillsUSANationalSigningDay.

## Four Days Out (April 2)

- Send reminder to confirmed attendees.
- Hold event run-through, including facility tours if applicable.
- Print and organize deliverables/handouts, name tags, etc.
- Post on social media using #SkillsUSANationalSigningDay.

## Day Before (May 4)

- Set up event space.
- Complete and print SkillsUSA National Signing Day Letters of Intent for each student participating.
- Final run-throughs of presentations if needed.
- Post on social media using #SkillsUSANationalSigningDay.

## Day of Event (May 5)

- Host event!
- Post on social media using #SkillsUSANationalSigningDay.

## Three Days Post-Event (May 9)

- Send thank you to panelists/speakers in addition to attendees.
- Follow up on any questions raised during the event.
- Post on photos using #SkillsUSANationalSigningDay.
- Consider writing a SkillsUSA chapter blog recapping the event.
- Evaluate the event internally.

# TEMPLATE: SAMPLE EVENT AGENDA

This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers and guests.

<b>7:30 – 8:00 a.m.</b>	<b>Registration Opens &amp; Networking Begins</b> <i>Attendees sign in to the event.</i>
<b>8:00 – 8:15 a.m.</b>	<b>Opening Remarks &amp; Welcome</b> <i>Event introduction made by the emcee (business leader, local government official, etc.). The emcee then invites guests to follow the organization on social media platforms, sharing the official SkillsUSA National Signing Day hashtag: #SkillsUSANationalSigningDay.</i>
<b>8:15 – 8:45 a.m.</b>	<b>Presentation</b> <i>Keynote speakers present about the impact of SkillsUSA programs on building the workforce and the economy of the future future. They can also share best practices and tips for businesses, success stories, program updates and more.</i>
<b>8:45 – 9:00 a.m.</b>	<b>SkillsUSA National Signing Day Member Spotlight</b> <i>SkillsUSA National Signing Day participants are given the opportunity to tell their stories on how SkillsUSA has impacted their lives.</i>
<b>9:00 – 9:30 a.m.</b>	<b>Speaker Q&amp;A</b> <i>Speaker(s) take questions about the SkillsUSA program, the role of SkillsUSA in communities, how individuals, companies and organization can become involved with the SkillsUSA chapter, and more.</i>
<b>9:30 – 9:35 a.m.</b>	<b>Transition</b> <i>Speaker directs event attendees to their next activity and where to go if the activity is in a different location.</i>
<b>9:35 – 10:00 a.m.</b>	<b>Facility Tour &amp; Skills Exhibition</b> <i>Emcee and other business leaders and/or keynote speakers take guests on a tour of the local SkillsUSA facility, highlighting the tools and resources available in their SkillsUSA program. They may also exhibit the skills, expertise and successes of the SkillsUSA members.</i>
<b>10:00 – 10:15 a.m.</b>	<b>Closing Remarks &amp; Questions</b> <i>Emcee thanks presenters, speakers and guests while closing the event, reminding attendees to visit their organization’s website and social channels and share their SkillsUSA National Signing Day experience on social using the hashtag #SkillsUSANationalSigningDay.</i>

# TEMPLATE: SAMPLE EVENT INVITATION

Use this template to create the invitation to your SkillsUSA National Signing Day event.

## YOU'RE INVITED! JOIN OUR SKILLSUSA NATIONAL SIGNING DAY EVENT

Dear [insert name],

The second annual SkillsUSA National Signing Day will be held on Thursday, May 5, 2022, and [insert SkillsUSA chapter name] is hosting a(n) [insert event name/type].

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert email and phone number]

The event is part of a nationwide celebration showcasing the impact SkillsUSA programs have on addressing the U.S. skills gap as [insert number] students commit to skilled trades careers or advanced training. Attendees will have the opportunity to hear from [insert speakers]. [Insert any additional necessary information.]

By empowering the next generation of skilled workers, SkillsUSA and our partners can help close the skills gap as we highlight the value of career paths for young workers that offer interesting work, good salaries, stability and long-term growth opportunities.

We urge you to join us to learn more about our commitment to skilled trades and how our SkillsUSA program makes a difference in our community.

Please let me know if you have any questions about the event.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more at [SkillsUSA.org](https://www.skillsusa.org).

# TEMPLATE: THANK YOU

*This sample thank-you note should be distributed following your SkillsUSA National Signing Day event. Encourage students that participated in the event to hand-write the note.*

Dear [Insert Name]:

Thank you for attending our SkillsUSA National Signing Day event on [insert event date]. We appreciate your support of our SkillsUSA members and chapter and welcome any feedback you would like to share.

We believe Signing Day is an important way to bring needed attention to career and technical education and to foster more meaningful partnerships between education and industry in our community.

We welcome you to stay in touch with our training programs and be part of this solution to the skills gap. Please contact me anytime at: [insert email and phone number].

Thank you again,

[Insert Name, Title]  
[Insert School Name]

# MEDIA AND PUBLICITY

This section provides resources and information to get local media coverage for your SkillsUSA National Signing Day event. Local media coverage will enable you to tell the public and internal and external stakeholders who you are, what you're doing, and why they should attend your event.

## How to Use Local Media to Promote Your Event

There are three key elements to building a media story:

1. Media List
2. Media Pitches & Media Alerts
3. Creative Assets



## Media List

As a first step, you need to create a media list. A media list includes the reporter's name, email address, outlet name, and relevant notes. Here are the steps to building a media list:

1. Compile a list of local newspapers, magazines, websites, blogs, radio, and television stations.
2. Create a spreadsheet that includes a contact person, phone number, and email address for each outlet. See if anyone has done a story about your SkillsUSA chapter in the past.
3. Call each outlet to ask for these details to ensure you do not have outdated information.
  - Newspapers: When possible, ask for the contact who covers education, workforce development, local events, careers, and/or business.
  - Magazines: Ask for the business, workforce development or education writer.
  - Radio: Ask for the news director.
  - TV: Ask for assignment desk or dayside producer.

## SkillsUSA Advocate

SkillsUSA Advocate ([advocate.skillsusa.org](https://advocate.skillsusa.org)) offers media contacts. Put in your zip code to find contacts in your area. You can contact media right through the site or see their contact information and website to build your custom list.



## Pitching Your Story to the Media

Pitches are short emails that describe something new and interesting in order to gauge a reporter's interest in writing about it for a story online, in print, or on TV. Pitches are personalized to each reporter's beat/interest areas and include important details about your event.

Use the pitch template below as a starting point and update the [highlighted areas] with relevant information. This format is primarily used for print media.

To reach local television affiliates, you should use a slightly different format called a media alert. This format helps highlight specific visuals that may be available for camera crews.



## Creative Assets

When possible, it's always a great idea to provide images and videos to reporters when pitching to help them visually tell the story. You should avoid attachments when you send pitches as this could cause the emails to get caught in spam folders, and some reporters do not open attachments as a matter of practice. Instead, you can use Dropbox, Google Drive or another file sharing platform and share a link to relevant images and videos. Examples to include:

- National Signing Day logo (SkillsUSA.org)
- SkillsUSA's logo (SkillsUSA.org)
- Photos of your school and SkillsUSA members
- Photos of your classroom or labs
- Links to previous news articles about your chapter and school



# MEDIA PITCH TEMPLATES

## Local Print/Online Media Pitch Template

**SUBJECT: [SkillsUSA Chapter Name] Hosts [Event Type] for SkillsUSA National Signing Day**

Dear [insert name],

On [insert date and time], [insert entity name] will be holding a SkillsUSA National Signing Day event at [location]. This event is part of a nationwide celebration showcasing the impact SkillsUSA programs have on addressing the U.S. skills gap.

The event will feature [insert activities], and attendees will have the opportunity to hear from [insert speakers]. [Insert any additional necessary information.]

By empowering the next generation of skilled workers, SkillsUSA and our partners can help close the skills gap as we highlight the value of career paths for young workers that offer interesting work, good salaries, stability and long-term growth opportunities.

We urge you to join us to learn more about our commitment to skilled trades and how our SkillsUSA program makes a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

If you are interested in attending or speaking with someone from our organization to learn more, please let me know.

Best,

[Insert Name]

[Insert Signature and Contact Information]

# MEDIA PITCH TEMPLATES

## Local Broadcast Media Alert

**SUBJECT:**

**Media Alert: [SkillsUSA Chapter Name] Hosts [Event Type] for SkillsUSA National Signing Day**

\*\*\*MEDIA ALERT\*\*\*

[TITLE]

WHAT: [Insert a short description of your event. Include details like the type of activities that will be available, who should attend, notable speakers, etc.]

WHERE: [Insert location name and address]

WHEN: [Insert the time and date of the event]

VISUALS: • Local students signing letters of intent as a group and sharing their career goals; local community leaders and dignitaries speaking and supporting the event; SkillsUSA members talking with business and industry representatives.

CONTACT: [Add your name, phone number, and email address]

# PRESS RELEASE

A press release is another effective method to gain media attention for your event. A press release can be shared with local media, shared by your industry partners and sent to key stakeholders. Use the template below as a guide to develop your own press release that is customized to your organization and industry.

NEWS RELEASE from [Name of School]

FOR IMMEDIATE RELEASE

Name:

Phone:

Email:



## Local SkillsUSA Students Participate in National Signing Day to Celebrate CTE Career Commitments on May 4

*Event recognizes students pursuing a career in the skilled trades*

[City, State] — Students and teachers at [NAME OF SCHOOL] have teamed up with SkillsUSA and its industry partners to celebrate SkillsUSA National Signing Day on May 5, 2022. An estimated [NUMBER] students at [NAME OF SCHOOL] will be part of the program to recognize local career and technical education students for their dedication to pursuing a career in any of the 130 occupational areas that SkillsUSA serves. This year, more than 1,500 students from 300 SkillsUSA schools are expected to participate nationwide.

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. This nonprofit education association empowers its members to become world-class workers, leaders and responsible American citizens, producing the career-ready graduates who can help close America's skills gap.

On SkillsUSA National Signing Day, these dedicated students will be recognized by their school administrators, teachers, elected officials, SkillsUSA advisors, family and friends for making a decision to pursue a career in the skilled trades, a high demand sector that continues to face an immense labor shortage.

In a style similar to "National Signing Day" events for high-school student athletes, the students will be applauded as they announce their career plans and sign "letters of intent" for a job offer, apprenticeship or advanced technical training. This recognition for career and technical education students will illuminate the many training programs and career paths for students.

"We want to thank our community for supporting SkillsUSA National Signing Day," says [School Administrator NAME, TITLE]. "This program celebrates our career and technical education students and acknowledges their commitment to a career in the skilled trades. Because of this support, SkillsUSA National Signing Day will help generate more awareness of the skilled trades as a viable career option. We invite parents, partners and the public to join us for our event on May 4."

### **About SkillsUSA**

SkillsUSA is a nonprofit partnership of education and industry founded in 1965 to strengthen the nation's skilled workforce. Driven by employer demand, SkillsUSA helps students develop necessary personal and workplace skills along with technical skills grounded in academics. This SkillsUSA Framework empowers every student to succeed at work and in life, while helping to close the skills gap in which millions of positions go unfilled. Through SkillsUSA's championships program and curricula, employers have ensured schools are teaching relevant technical skills, and with SkillsUSA's new credentialing process, they can now assess how ready potential employees are for the job. SkillsUSA has more than 372,000 annual members nationwide in high schools, middle schools and colleges, covering over 130 trade, technical and skilled service occupations, and is recognized by the U.S. Departments of Education and Labor as integral to career and technical education. With the addition of alumni, membership last year was 434,141. SkillsUSA receives in-kind and financial support from more than 650 national partners and has served more than 13.6 million members since 1965. For more information: [www.skillsusa.org](http://www.skillsusa.org).

###

# EMAIL MARKETING

Email is an easy and effective way to reach potential event attendees in addition to those who have RSVP'd. Use the sample calendar and content below to get started or create your own. Use a platform like Constant Contact or Mailchimp for a professional look. (Check with your school to see if administration already has an account.)

## Sample Email Calendar

TIMING	TYPE	SUBJECT
8 Weeks Out	Save-The-Date	Save the Date: SkillsUSA National Signing Day
6 Weeks Out	Invitation	You're Invited! Join us for SkillsUSA National Signing Day
4 Weeks Out	Event Details	Join Us for SkillsUSA National Signing Day
1 Week Out	Event Reminder	SkillsUSA National Signing Day is almost here!
1 Day Out	Event Reminder	SkillsUSA National Signing Day is here!

## Sample Email Content: Save-The-Date

Subject: Save the Date: SkillsUSA National Signing Day 2022

Join [SkillsUSA Chapter Name] May 5, 2022, to celebrate SkillsUSA National Signing Day! Support America's future skilled workforce while celebrating our 2022 signers as they complete "letters of intent." Learn about our SkillsUSA program, meet current and former members, tour our school campus and training labs, and learn more about upcoming SkillsUSA opportunities.

SkillsUSA and its partners are working to highlight the value of career paths in the skilled trades for young workers. These are in-demand jobs that offer interesting work, good salaries, stability and long-term growth opportunities. Please join us for this important event to recognize our talent pipeline and help us close the skills gap!

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Visit [insert event URL] to learn more.

### About SkillsUSA National Signing Day

SkillsUSA National Signing Day celebrates our career and technical education students and acknowledges their commitment to a career in the skilled trades. Because of this support, SkillsUSA National Signing Day will help generate more awareness of the skilled trades as a viable career option.

## Sample Email Content: Invitation

Subject: You're Invited! Join us for SkillsUSA National Signing Day

Dear [insert name],

In honor of SkillsUSA National Signing Day, [SkillsUSA Chapter Name] will be hosting a(n) [insert event name/type]. We invite you to join us to learn more about our commitment to skilled trades and how our SkillsUSA program makes a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

The event is part of a nationwide celebration showcasing the impact SkillsUSA programs have on addressing the U.S. skills gap as [insert number] students commit to skilled trades careers or advanced training. Attendees will have the opportunity to hear from [insert speakers]. [Insert any additional information.]

By empowering the next generation of skilled workers, SkillsUSA and our partners can help close the skills gap as we highlight the value of career paths for young workers that offer interesting work, good salaries, stability and long-term growth opportunities.

Please let me know if you have any questions about the event or [SkillsUSA Chapter Name]'s program.

We look forward to hearing from you and hope you can attend.

Best, [Insert Name]

[Insert Signature and Contact Information]

## Sample Email Content: Event Details

Subject: Join Us for SkillsUSA National Signing Day 2022

Dear [insert name],

Join us next month to celebrate SkillsUSA National Signing Day at [SkillsUSA Chapter Name]! You'll hear from [insert speaker], who will talk about [how [SkillsUSA member's] SkillsUSA program impacted his/her life and their decision to pursue a career or further education in the skilled trades].

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

Please let me know if you have any questions about the event or [insert entity name]'s SkillsUSA National Signing Day event. If you'd like more details about SkillsUSA National Signing Day, visit [SkillsUSA.org](https://www.skillsusa.org)

We look forward to hearing from you and hope you can attend.

Best, [Insert Name]

[Insert Signature and Contact Information]

## Sample Email Content: Event Reminder #1

Dear [insert name],

SkillsUSA National Signing Day is just one week away! [SkillsUSA Chapter Name]'s National Signing Day event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information].

Come learn about our SkillsUSA program, meet some of our current and former members, tour our facilities, and find out about upcoming SkillsUSA opportunities.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

We look forward to seeing you at our [insert event name/type].

Best, [Insert Name]

[Insert Signature and Contact Information]

## Sample Email Content: Event Reminder #2

Subject: SkillsUSA National Signing Day is Tomorrow!

Dear [insert name],

SkillsUSA National Signing Day is tomorrow! We are excited to have you join [SkillsUSA Chapter Name]'s National Signing Day event that marks a culminating experience for our students. [insert speaker] will address attendees and join us in acknowledging the growth in personal, workplace and technical skills our students have demonstrated in preparation for entering their chosen field of work. [Insert any additional necessary information].

Come celebrate our SkillsUSA graduates who are entering the workforce and find out about upcoming SkillsUSA opportunities.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Contact: [insert]

We look forward to seeing you tomorrow.

Best, [Insert Name]

[Insert Signature and Contact Information]

# WEBSITE/BLOG

Use the content below for websites, blogs, and internal newsletters to promote your event and participation in SkillsUSA National Signing Day.

## Sample Web Content

SkillsUSA National Signing Day will take place May 5, 2022, at hundreds of local SkillsUSA chapters across the country. These events are part of a nationwide celebration showcasing the impact SkillsUSA programs have on addressing the U.S. skills gap.

By empowering the next generation of skilled workers, SkillsUSA and our partners can help close the skills gap as we highlight the value of career paths for young workers that offer interesting work, good salaries, stability and long-term growth opportunities.

Join [SkillsUSA Chapter Name] in celebrating our SkillsUSA members at our National Signing Day event.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Who: [insert information on who should attend]

Why: [insert information about what's happening at your event and why people should attend]

Learn more at [SkillsUSA.org](https://www.skillsusa.org)



# SOCIAL MEDIA

Social media is an effective and efficient way to raise awareness for your event.

## Official Hashtag

The official hashtag for SkillsUSA National Signing Day is **#SkillsUSANationalSigningDay**

Include this hashtag in social posts to drive the conversation and support the commitment of your chapter members.

## Social Media Best Practices

- Be concise and to-the-point so audiences can quickly understand the value of your post.
- Make your content visual by including photos, videos and quotes.
- Ask questions to engage your audiences.

## Social Media Content Ideas

### Share your success:

Show the positive benefits of SkillsUSA and skilled trades by sharing stories of SkillsUSA members who have benefited from the program.

### Share a picture or video:

Post a photo or short video showcasing your SkillsUSA chapter events or program highlights.

### Educate users with shareable assets:

Create sharable posts for Facebook and Twitter that educate your community about the impact of SkillsUSA.

### Ask/answer a question:

Throughout the event, many SkillsUSA chapters, members, businesses and government leaders will be watching the #SkillsUSANationalSigningDay hashtag. Ask questions to engage audiences, and answer questions when possible.

### Share a tip:

Have insights into SkillsUSA or resources? Share them on social media using the hashtag #SkillsUSANationalSigningDay to help educate audiences nationwide about SkillsUSA and skilled trades.

## Shareable SkillsUSA and CTE Facts

Share facts on your social media accounts leading up to and during SkillsUSA National Signing Day. Visit SkillsUSA Connect ([connect.skillsusa.org](http://connect.skillsusa.org)) for access SkillsUSA and CTE resources for quick, easy facts to share.

## Sample Social Media Posts

Sample post graphics are available at [skillsusa.org/national-signing-day](http://skillsusa.org/national-signing-day)



### Twitter: @SkillsUSA

[Insert chapter/state name] will be celebrating SkillsUSA National Signing Day with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase our [insert number of signing students] students who will be pursuing a career in the skilled trades. #SkillsUSANationalSigningDay [Link to SkillsUSA's National Signing Day Page or chapter website or add detailed graphic]



### Facebook: @SkillsUSA

Every student deserves to be honored for committing to pursue a career in the skilled trades. Join us [insert date] as we celebrate SkillsUSA National Signing Day with a(n) [insert event name/type] at [insert event location]. #SkillsUSANationalSigningDay [Link SkillsUSA's National Signing Day Page or chapter website or add detailed graphic]



### LinkedIn: SkillsUSA

To celebrate students committing to pursue a career or advance their education in the skilled trades, SkillsUSA [insert chapter/state] is hosting a(n) [insert event name/type] on [date/time]. Our event will feature [insert number of students signing] signing "letters of intent" for a job offer, apprenticeship or advanced technical training in their trade. #SkillsUSANationalSigningDay [Link to SkillsUSA's National Signing Day Page or chapter website or add detailed graphic]



### Instagram: @SkillsUSA

[Insert your chapter/state name] will be celebrating SkillsUSA National Signing Day with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase [insert number of signing students] students who will be pursuing a career in the skilled trades. #SkillsUSANationalSigningDay [Post detailed graphic]



### YouTube: SkillsUSA





14001 SkillsUSA Way  
Leesburg, VA 20176  
[www.skillsusa.org](http://www.skillsusa.org)  
844-875-4557  
[customercare@skillsusa.org](mailto:customercare@skillsusa.org)

In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.