National Apprenticeship Week (NAW) Media Toolkit
Purpose of this toolkit

• Provide pathways to programs that wish to highlight their participants during NAW
• Create a streamlined social media campaign among all YouthBuild programs
• Provide ideas to programs to participate in NAW
• Provide guidance to programs regarding hashtags and language in social media posts
When you follow us on social media, you can stay connected and share content directly!
It’s National Apprenticeship Week and at <<YouthBuild Sample Program>> we are celebrating with lunch for all our apprentice program participants! #NAW2019 #YouthBuild #YBNAW2019

Happy National Apprenticeship Week #NAW2019!

We at <<YouthBuild Sample Partner>> would like to thank all our YouthBuild apprentices for their hard work! #NAW2019 #YBNAW2019 #YouthBuild

Meet <<Jane Smith>>, chef apprentice at a five-star restaurant and YouthBuild participant! Good luck on your bright future! #NAW2019
You can use Facebook, Instagram, and LinkedIn to share success stories, videos, and photos about your participants.

Use social media to educate your followers on the history and impact of apprenticeships.

Form potential partnerships by inviting your followers to get involved by offering an apprenticeship or tour of their business.
Use the sign provided

Using the signs provided, take photos to highlight what apprenticeship means to your program and participants!

What apprenticeship means to me...

New opportunities

#NAW2019
Don’t forget to use hashtags

• The DOL hashtag for this year’s National Apprenticeship Week is #NAW2019

• YouthBuild will also be using #YBNAW2019

• If you are highlighting YouthBuild as a movement be sure to use #YouthBuild as well

• Feel free to use your own hashtags also

• Don’t forget to tag @YouthBuildUSA
As you may know, we will be highlighting a different industry each day using actual success stories and inspiration from our YouthBuild programs. Below is the schedule we will follow if you would like to join the fun.

- Monday 11/11: Culinary
- Tuesday 11/12: Manufacturing
- Wednesday 11/13: IT
- Thursday 11/14: Healthcare
- Friday 11/15: Construction
If you would like more information on National Apprenticeship Week, you can check the sites below:

- Department of Labor NAW News Release
- Apprenticeship.gov
- Department of Labor Blog
- NAW Toolkits