

Sign Mfg Day Workshop Series: Set Your Company Up for Success

Sign MFG Day

signs.org/mfgday

3,000+

students were exposed to potential industry careers

88 **companies connected
with future employees
and advocates**

23% had considered an industry career before going on a tour

86% **would consider an
industry career after
the tour**

Build Relationships & Connections

- Internships
- Co-op Programs
- Job Shadowing
- And more

Inviting Participants = Building Relationships



Steps to creating/building successful partnerships with Educators:

1. **Directly engage them through outreach** – Start with an introductory email.
2. **Have a clear direction** – Educators are incredibly busy – provide a very engaging, but direct information in your communication regarding your event. Show them their time is valuable.
3. **Follow up!** You can create more enthusiasm for your event by continuing to proactively follow up on initial communications with Educators in your area. Share your social media tags and website information.

Focus on the Planning: 4 Key Takeaways



Content Matters.

Know your route logistics.



Focus on the Planning: 4 Key Takeaways



Connect with Your Audience.

Market Your Content.



Virtual Content is Virtually...Important?



Virtual Content works.
Use it!





Social Media Made Easy

Your free toolkit also includes:


- Pre-Made Social Media Content
- Relevant Hashtags
- Key Social Media Tags - @ISAsigns and @MFGDay
- And more!


Top 5 Social Media Tips




1. Encourage colleagues, teachers and participants to like, share or comment on your content.
2. Add geotags.
3. Use relevant industry hashtags and tag @ISASigns and @MFGDay in your post.
4. Remember your audience.
5. Get creative and have fun!

Social Media Examples




 **wlconceptsinc** • Follow

 **wlconceptsinc** Happy National Manufacturing Day! On this nationally recognized day, we celebrate those who proudly stand behind our goods and services produced in America. WL Concepts enhances the manufacturing industry as innovators of compelling experiential signage, graphics, and displays from concept through completion!

23 likes

OCTOBER 4, 2019

 Add a comment...

Post





 **signarama.roswell** • Follow

 **signarama.roswell** Today is Sign Manufacturing Day. This day recognizes modern manufacturing careers and the talented individuals within the sign industry. #signarama #signmfgday #mfgday2020 #signmanufacturingday #signexperts #signindustry #career #job #success

46w

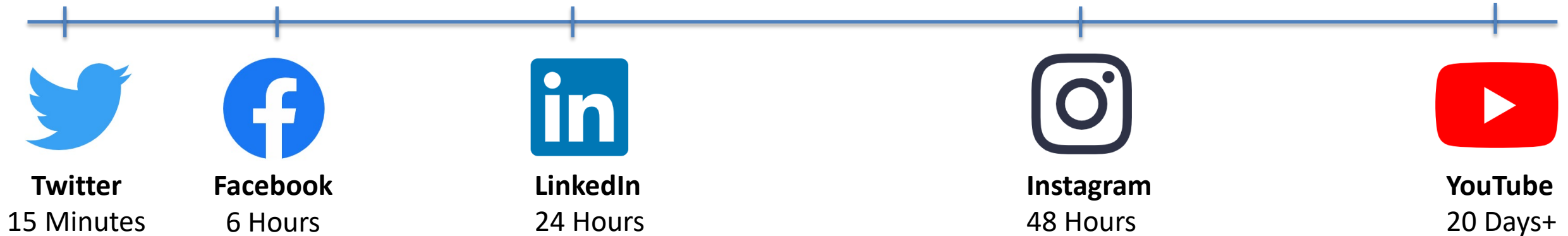
 Liked by Klothings_ and 12 others

OCTOBER 2, 2020

When & Where to Post

- Avoid posting at odd hours and on weekends.
- Post between 11:00 AM – 2:00 PM or 6:30 PM – 8:00 PM.
- Post before, during and after #SignMFGDay to maximize reach.

The Life Span of Social Media Content



[Source: The Refinery](#)

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Free Social Media Tools

- **Later.com** – Free Scheduling
- **All-Hashtag.com** – Hashtag Generator
- **Canva** – Free Graphic Design Tool
- **Creatopy** – Free Graphic Design Tool with Animations

Timeline and Prep



Start your prep now –
set yourself up for
success!



Sign Mfg Day Workshop Series: Set Your Company Up for Success

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