



Oregon Tradeswomen

Women in Apprenticeship Day 2017

#Tradeswomen #WomenInApprenticeship #NAW17 #NAW2017



Thank you for joining us on Thursday, November 16, Women in Apprenticeship Day, in an online campaign to make the presence of women in apprenticeship known far and wide! This is a day for women apprentices AND tradeswomen who have already journeyed out to contribute their voice to raise awareness about the benefits of apprenticeship and a career in the trades!

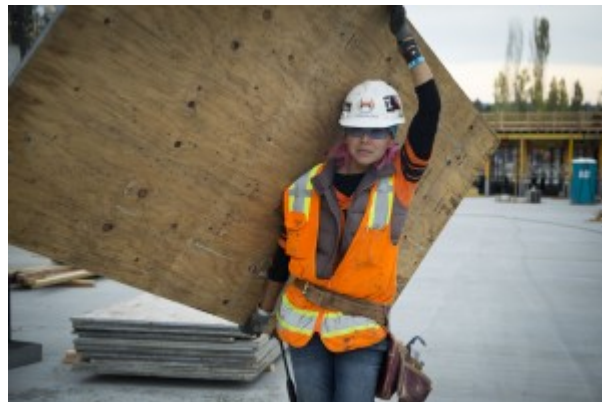
We all know that apprenticeship itself is a very misunderstood concept and within that system, women are often unseen. In order to bring a storm of visibility, we have some tips for making social media posts to contribute to the campaign and encourage the national conversation. The tips below will give you a chance to let your friends and family know what you do, while connecting to other tradeswomen to create a larger impact!

Facebook, Twitter, and Instagram

In order for your posts to have the most effect, it is important that you specify the posts are 'public'.

The Photo:

A photo is critical. Pictures are more engaging and will reach more people than a text-only post. Let's show the world that women in apprenticeship works! Include a photo (or a video if you have it) of yourself on a job site or doing trades work. Here are some samples to inspire you!



The Text:

Please make a brief statement about your experience in apprenticeship, your life, your apprenticeship. You want to let your networks know what you do and what that means to you! Here are some points you may choose to include in your post:

- Announce National Women in Apprenticeship Day, November 16, 2017
- Explain that apprenticeship means you get paid, on the job training and regular hourly raises!
- Talk about getting a life-long career, not just a job
- Share your story, about how apprenticeship changed your life
- Let folks know, that women only comprise 3% of the trades, nationally (In Oregon, that number is more than 7%!)
- You can support women in apprenticeship with a donation to your local tradeswomen organization, like Oregon Tradeswomen. Learn more at www.tradeswomen.net/donate.

Tagging and the ‘Hashtag’ (or the connection to a larger campaign!):

Hashtags and tagging are a CRITICAL part of all of your social media posts. When you tag organizations or include hashtags, the connected flurry of activity means that those posts get seen more frequently. The more people share your post, the more the impact grows! So, don't forget to include these hashtags:

- **Social Media Tagging for Oregon Tradeswomen:**
 - @OregonTradeswomenInc (on Facebook)
 - @ORTradeswomen (on Twitter)
 - @OregonTradeswomen (on Instagram)
- **Hashtags:**
 - #Tradeswomen
 - #Womeninapprenticeship
 - #NAW2017
 - #NAW17
- **Bring Your Union and/or Employer into the conversation:**
 - Like your employer or local union and use – @EmployerFacebookAccountName
 - Like your international union and use – @InternationalUnionFacebookAccountName

Take it to the next level!

Add a Twibbon to your Social Media Profile:

This feature offers you the option to overlay your profile image with Oregon Tradeswomen's hardhat! Simply go to <https://twibbon.com/> and click on **“Find a Campaign”**. Search for **“Women in Apprenticeship”**. Click on the link and allow it to access your Facebook or Twitter and the website will take care of the rest for you!

Thank you!

Together, we can use National Women in Apprenticeship Day to really bring tradeswomen to the forefront!

If you have any questions about participating on the Social Media Storm to boost visibility of women in apprenticeship on November 16, 2017, please reach out to

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