Share the Success of Youth Apprenticeship

Outreach to Media Partners

Print, radio, television and social media can help us communicate the success of Youth Apprenticeship (YA). Communicating the success of Youth Apprenticeship can:

- Increase the public's knowledge of the success of the Youth Apprenticeship program.
- Gain public support for Youth Apprenticeship program by demonstrating these successes.
- Increase interest from students and parents.
- Dispel myths and address concerns to increase employer participation.

Social Media

- Get Followers:
  - Let your Youth Apprentices know about your social media pages and ask them to follow you.
  - Follow participating businesses.
  - Like posts that are relevant to YA from DWD, Job Centers, businesses, students, schools.
  - Post information such as meetings and sign-up deadlines.

- Twitter:
  - Short phrases: only 140 characters.
  - Call to Action.
  - "Go to..."
  - "Check out".

- Facebook:
  - Partners and employers.
  - Pictures and videos.
  - Tell a story.

Print/TV/Radio

- Reach out to local newspapers and radio stations.
- Give them a story – feature a student or an employer that has had a positive experience.
- Try to feature a story around student registration.
- Use connections – if the school has a marketing or communications contact, ask them to submit the story for you.