



Key Elements of Effective Social Media Outreach:

- 1) Briefly describe your opportunity (event, job opening, orientation, workshop, etc.).
- 2) Use photos of women working or other imagery to make the post visually interesting.
- 3) Specifically state that women are invited to apply/attend.
- 4) Provide a clear next step that women can take to learn more about the opportunity (phone number, website)
- 5) Invite people to share your post.

*Have you ever thought about a career in the trades?
Women and men are invited to learn about apprenticeship opportunities this Tuesday, April 25th at 6pm 3934 NE MLK Ave. For more info, contact us at 555-555-5555. Please share!*

Please SHARE! We're looking to hire tough, entry-level workers NOW for tough, concrete/paving/form work. Did we mention that you have to be tough? It's heavy work. Join us! Be tough! More info at www.ourwebsite.com.

