

# 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.