

SOCIAL MEDIA TOOLKIT

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# COMMUNITIES THAT WORK PARTNERSHIP PLAYBOOK



# Welcome

Skilled workers and good jobs are essential for ensuring robust economic growth, a thriving middle class, and broadly shared prosperity. Increasingly, companies and public agencies — including those in education, workforce, and economic development — are partnering to design innovative ways for workers to gain skills and earn credentials that companies will value and reward. These efforts facilitate the creation of good jobs, support strong businesses, and build healthy communities.

In April 2015, the **Aspen Institute Workforce Strategies Initiative** jointly launched the **Communities that Work Partnership** with the **US Economic Development Administration**. The purpose of this initiative was to document and accelerate the development of employer-led regional workforce initiatives across the country. Seven competitively-selected sites — in Arizona, California, the District of Columbia, Georgia, New York (upstate and NYC), and Texas — participated in a learning exchange focused on bridging economic and workforce development to strengthen local talent pipelines and improve access to quality employment.

As the **Communities that Work Partnership** draws to a close, this guide is intended to help share the lessons, accomplishments, and future directions of the initiative and individual partnership sites. On the following pages, you'll find a selection of ready-to-share social media posts and graphics.

# Sample Posts

## Twitter

What does it take to create **#communitiesthatwork**?  
Find out at [as.pn/ctwp](https://as.pn/ctwp)

Download the **#communitiesthatwork** playbook & learn key takeaways from the sites that participated: [as.pn/ctwp](https://as.pn/ctwp)

From Buffalo to the Bay Area, there are **#communitiesthatwork** all across the country. Learn more about them at [as.pn/ctwp](https://as.pn/ctwp)

Business & government can create good jobs through innovative partnerships. Learn how at [as.pn/ctwp](https://as.pn/ctwp)  
**#communitiesthatwork**

**#communitiesthatwork** partnerships help workers gain skills and earn credentials that companies will value and reward.  
Learn more: [as.pn/ctwp](https://as.pn/ctwp)

How are the public, private, & nonprofit sectors uniting to build **#communitiesthatwork**? Find out at [as.pn/ctwp](https://as.pn/ctwp)

How is/are [organization(s)] helping to build **#communitiesthatwork** in [city/region]? Read the brief at [as.pn/ctwp](https://as.pn/ctwp)

## Facebook

What does it take to create **#communitiesthatwork**? Learn how the public, private, and nonprofit sectors are uniting to boost regional workforce initiatives all across the country by visiting [as.pn/ctwp](https://as.pn/ctwp)

From Buffalo to the Bay Area, there are **#communitiesthatwork** all across the country. Businesses and government are increasingly partnering to design innovative ways for workers to gain skills and earn credentials that companies will value and reward, helping to create good jobs, support strong businesses, and build healthy communities. Learn more at [as.pn/ctwp](https://as.pn/ctwp)

As part of the **#CommunitiesThatWork** Partnership, seven sites participated in a learning exchange focused on bridging economic and workforce development to strengthen local talent pipelines and improve access to quality employment. Explore lessons, accomplishments, future directions, and more by visiting [as.pn/ctwp](https://as.pn/ctwp)

How is/are [organization(s)] helping to build **#communitiesthatwork** in [city/region]? Read the full partnership brief (and those of CTWP's six other sites) at [as.pn/ctwp](https://as.pn/ctwp)

# Graphics



Click here to download the full selection of playbook graphics, or visit [bit.ly/CTWPSocial](http://bit.ly/CTWPSocial)



## Arizona: Understanding Skill Needs of Technology Occupations

Arizona is poised to become a hub for information technology (IT) over the next decade. The state has a growing startup community, increasing venture capital activities, and a rising need for IT talent in a range of industries that includes but also goes beyond jobs in the IT industry sector. The data shows that Arizona currently ranks 18th among states in terms of number of IT

### KEY TAKEAWAYS

- Creative approaches and new ways to gather information are needed in order to identify demand for occupations that cross traditional industry sectors.
- Engage with business early and

Click here to download the full selection of site-specific graphics, or visit [bit.ly/CTWPSocial](http://bit.ly/CTWPSocial)