

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

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

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

Business & government can create good jobs through innovative partnerships. Learn how at as.pn/ctwp
#communitiesthatwork

#communitiesthatwork partnerships help workers gain skills and earn credentials that companies will value and reward.
Learn more: as.pn/ctwp

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

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

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

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

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

Graphics



Click here to download the full selection of playbook graphics, or visit 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 extends 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