

# Job Quality Tools Library



#jobquality  
as.pn/jobqualitytools



## Job Quality Tools Library – Communications Toolkit

The Aspen Institute Economic Opportunities Program

### URL

Short link: [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

Full link: <https://www.aspeninstitute.org/longform/job-quality-tools-library/>

### Social Media Handles

Twitter: [@AspenWorkforce](https://twitter.com/AspenWorkforce)

Facebook: [fb.me/AspenWSI](https://fb.me/AspenWSI)

LinkedIn: [linkedin.com/company/aspeneop](https://linkedin.com/company/aspeneop)

### Hashtag

[#jobquality](https://twitter.com/hashtag/jobquality)

### One-Line Description

The Job Quality Tools Library offers tools, resources, and guidance to help a variety of organizations engage in practical action to improve jobs.

### Toolkit

To view the most updated version of this toolkit, visit <https://www.aspeninstitute.org/longform/job-quality-tools-library/communications-toolkit/>

## Sample Tweets

As we come together to build a more inclusive economy, advancing #jobquality is more critical than ever. The Job Quality Tools Library by @AspenWorkforce offers tools, resources, and guidance to help organizations improve jobs. [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

The Job Quality Tools Library by @AspenWorkforce offers resources to help organizations – including workforce development, worker advocacy, policy, investing and lending, economic development, and employers – engage in practical action to improve jobs. [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

#COVID19 has created unprecedented challenges for workers, businesses, and organizations that support them. The Job Quality Tools Library by @AspenWorkforce can spark practical action and help practitioners address #jobquality during this difficult time. [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

As we confront the effects of #COVID19, now is the time to invest in good jobs. The Job Quality Tools Library by @AspenWorkforce offers tools to advance #jobquality during and after the crisis. [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

## Sample Posts for Facebook and LinkedIn

As we come together to build a more inclusive economy, advancing #jobquality is more critical than ever. The Job Quality Tools Library by the Aspen Institute Economic Opportunities Program offers tools, resources, and guidance to help organizations improve jobs. [as.pn/jobqualitytools](https://as.pn/jobqualitytools)

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## Sample Email

Colleagues,

The global COVID-19 pandemic has created unprecedented challenges for workers, businesses, and the organizations that support them. As we come together to focus on relief in the short-term and building a more inclusive economy in the long-term, tools and approaches to foster high-quality, economy-boosting jobs are more critical than ever.

That's why we're pleased to inform you that our colleagues at the Aspen Institute Economic Opportunities Program have launched the [Job Quality Tools Library](#), a platform to support leaders to strengthen job quality in their own organizations, in the businesses they partner with, and across labor markets. The library offers tools, resources, and guidance to help a variety of organizations – including workforce development, worker advocacy, policy, investing and lending, economic development, and employers – engage in practical action to improve jobs.

In the Job Quality Tools Library, you will find tools to support workers and businesses during and after this crisis, including a special section of resources focused on urgent responses to COVID-19. [If applicable] You will also find our tool, [tool name], featured in Section [#]: [section name].

Thank you for joining us in this journey to advance job quality. Learn more and visit the library at [as.institute.org/jobqualitytools](https://as.institute.org/jobqualitytools)

Sincerely,

[name]

[title], [organization]

## Sample Web Post

The Aspen Institute Economic Opportunities Program recently launched the [Job Quality Tools Library](#), a platform to support leaders to strengthen job quality in their own organizations, in the businesses they partner with, and across labor markets. The library offers tools, resources, and guidance to help a variety of organizations – including workforce development, worker advocacy, policy, investing and lending, economic development, and employers – engage in practical action to improve jobs.

In the library, you will find tools to support workers and businesses during and after the current crisis, including a special section of resources focused on urgent responses to COVID-19. [If applicable] You will also find our tool, [insert tool name], featured in Section [#]: [insert section name]. As we come together to focus on relief in the short-term and building a more inclusive economy in the long-term, tools and approaches to foster high-quality, economy-boosting jobs are more critical than ever. Learn more and visit the library at [as.institute.org/jobqualitytools](https://as.institute.org/jobqualitytools)

Sharable Graphic



Download: <https://www.aspeninstitute.org/content/uploads/2020/02/Job-Quality-Tools-Library-Social.jpg>