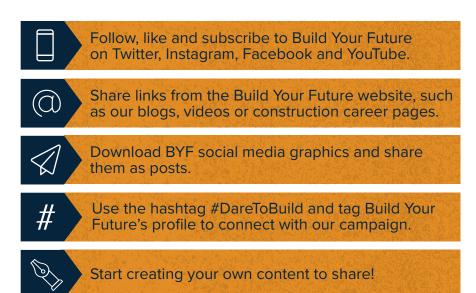


GET INVOLVED

Social media is one of the most direct ways to connect with today's students and their parents. Using platforms like Instagram or Twitter can help you promote careers in construction and share the tools and resources that Build Your Future has created.

WAYS TO GET SOCIAL





SAMPLE POSTS

Copy these sample posts and share them to your own social media pages to help others learn more about careers in construction.

Dare to dream. Dare to learn. #DareToBuild. www.byf.org

Seven out of every 10 jobs in the U.S. don't require a bachelor's, master's or doctorate. #DareToBuild your skills and your career with better education options. [link to new 7/10 blog]

Parents, do you want to help your child find a great career? The construction industry is full of rewarding opportunities! Click here to learn more about careers in construction. [link to new parents area]

Love having options? There's no one-size-fitsall plan in construction. Check out the variety of pathways in a craft career. #DareToBuild www.byf.org/explore-careers/career-path

There are many different specialties in the skilled crafts! From architecture to welding, learn about the many types of careers in construction! #DareToBuild www.byf.org/explore-careers/trading-cards

Construction skills are in high demand nationwide! Learn about jobs needed in your state. #DareToBuild www.byf.org/explore-careers/craft-labor-map

KEY MESSAGES

Want to create your own social media content to promote the construction industry? Here are some key messages to include to reach students and Gen Z:

Those who dare to enter the construction industry, build the world.

Success is attainable without a four-year degree.

Average pay is high – without acquiring debt or student loans.

Construction is a woman's world too.

Demand is high in construction.

GRAPHICS

Social media is a visual place – download these graphics and more from byf.org/resources to share in your posts!







7/10 JOBS
REQUIRE LESS
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