



SOCIAL MEDIA GUIDE

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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

FOLLOW BYF



Build Your Future



@discoverbyf



@BuildYourFuture



Build Your Future



Follow, like and subscribe to Build Your Future on Twitter, Instagram, Facebook and YouTube.



Share links from the Build Your Future website, such as our blogs, videos or construction career pages.



Download BYF social media graphics and share them as posts.



Use the hashtag #DareToBuild and tag Build Your Future's profile to connect with our campaign.



Start creating your own content to share!

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-fits-all 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!



