



FUTURE SKILLS

Social Media Kit

OVERVIEW

This document outlines social media assets, copy, and recommendations for MassHire locations to use on Instagram and Facebook. All accompanying graphic assets can be accessed here: bit.ly/MHFutureSkillsToolKit.

POSTING RECOMMENDATIONS

FACEBOOK & INSTAGRAM: Recommendations for posting frequency vary from 2 posts per week to daily posts. We recommend posting when you have something of value to say. In addition to these posts, we recommend creating FutureSkills content relevant to your region. FutureSkills success stories will provide great connection opportunities. Please communicate successes to FutureSkills so that we can elevate them.

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Instagram + Facebook Assets

GENERAL POSTS

POST GRAPHIC



POST COPY

Massachusetts is making a huge investment in skills training programs to expand opportunities for jobseekers and employers. Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY

Develop the skills you need to get a good job. Or find a job today. Learn more at mass.gov/futureskills

Instagram + Facebook Assets

GENERAL POSTS

POST GRAPHIC



POST COPY

Interested in developing new skills? Free training is now available across Massachusetts. Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY

FutureSkills means more skills training programs for jobs in growth industries. Learn more at mass.gov/futureskills.

Instagram + Facebook Assets

TEMPLATED POSTS

POST GRAPHIC TEMPLATES



Text over image



Graphic icon only



Photograph only