



MASSHIRE

FUTURE SKILLS

Social Media Kit

OVERVIEW

This document outlines social media assets, copy, and recommendations for MassHire and/or associated organizations to use on both LinkedIn and Twitter. All accompanying graphic assets can be accessed [here](#).

POSTING RECOMMENDATIONS

LINKEDIN: According to Hubspot, two per week. 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.

TWITTER: According to Hootsuite, it is generally recommended to post 1-2 times per day, and no more than 3-5 times per day.

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LinkedIn Assets

MASSHIRE AND/OR WORKFORCE DEVELOPMENT BOARD

POST GRAPHIC



POST COPY

Your FutureSkills Market Maker can help you hire workers now, connect with skills training partners to expand your job-ready workforce, or access funding to train your current employees.

Meet your Market Maker.

Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY

Your FutureSkills Market Maker can help you hire workers now, connect with skills training partners to expand your job-ready workforce, or access funding to train your current employees.

Meet your Market Maker.

Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY

Massachusetts employers are facing a growing shortage of job-ready workers. FutureSkills expands opportunity for employers and jobseekers with a \$200 million investment in skills training programs.

Find out how at mass.gov/futureskills

POST GRAPHIC



POST COPY

Expanded skills training programs mean more opportunity for jobseekers and employers. Contact your FutureSkills Market Maker who can help you hire workers now, connect with skills training partners to increase numbers of job-ready workers, or find funding to train your current employees.

Find out how at mass.gov/futureskills

Twitter Assets

MASSHIRE AND/OR WORKFORCE DEVELOPMENT BOARD

POST GRAPHIC



POST COPY (245 characters)

Your FutureSkills Market Maker can help you hire workers now, connect with training partners to build a job-ready workforce, or find funding to train current employees. Ready to get started? Meet your Market Maker. Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY (245 characters)

Your FutureSkills Market Maker can help you hire workers now, connect with training partners to build a job-ready workforce, or find funding to train current employees. Ready to get started? Meet your Market Maker. Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY (254 characters)

FutureSkills expands opportunity for employers and jobseekers by investing in skills training. These programs are in high growth industries like Advanced Manufacturing, IT and Cyber Security, Life Sciences, and more. Learn more at mass.gov/futureskills

POST GRAPHIC



POST COPY (279 characters)

Massachusetts' \$200 million investment in skills training expands opportunities for employers and workers. FutureSkills helps build a job-ready workforce for employers and provides free or low-cost training to get people ready for a better job. Learn more at mass.gov/futureskills