

“My Life, My Path” Social Media Sample Messaging

Below is sample copy partners can use to accompany the “My Life, My Path” social media graphics included in the “My Life, My Path Navigator Toolkit.” Feel free to adjust and edit this copy as you see appropriate. Or feel free to write your own copy altogether.

General Copy

- ▶ Education and training will get you where you want to go. Land a new job, make more money, and invest in your goals. You have options, so find the pathway that fits your life.
- ▶ Nobody walks the same path. So why should anyone’s career and education journey be the same? You deserve clear information about your options no matter where you are starting from.
- ▶ 100% of Vermont’s high-pay, high demand jobs require training and education after high school, and Vermonters with training and education beyond a high school diploma can earn up to \$26k more per year.

Pathway specific copy

High school completion/GED

- ▶ Not everyone graduates from high school, and we get that. There are free or affordable programs to help you earn your GED or high school diploma. It may be your first credential, but in some ways, it is your most important.

Certificate

- ▶ A certificate shows employers you have a promising foundation in a career or industry. Or, if you already have training in a field, a certificate can show that you have knowledge about a specific subject that makes you an extra valuable employee.

Apprenticeship

- ▶ Apprenticeships allow you to learn on the job while getting paid. Your employer will make sure you have all the knowledge and skills necessary to become licensed in your profession when your apprenticeship is finished.

Associate degree

- ▶ Associate degrees focus on building general education skills and knowledge, as well as expertise for your career. They provide the necessary training to start working in your field and set you up for success in a 4-year degree program.

Bachelor’s degree

- ▶ A 4-year degree prepares you for a wide range of jobs and can lead to more advanced degrees. A bachelor’s degree shows an employer that you have a wide range of knowledge and that you can handle lots of different responsibilities at once.

Calls to Action

- ▶ To learn more about your options, visit advancevermont.org/pathways/
- ▶ To learn more about [insert organization's name]'s education and training offerings, visit [insert your organization's website here]

Hashtags

- ▶ #vted
- ▶ #vtcte
- ▶ #TodaysStudents

Tags

- ▶ @advancevt
- ▶ Other partner organizations