

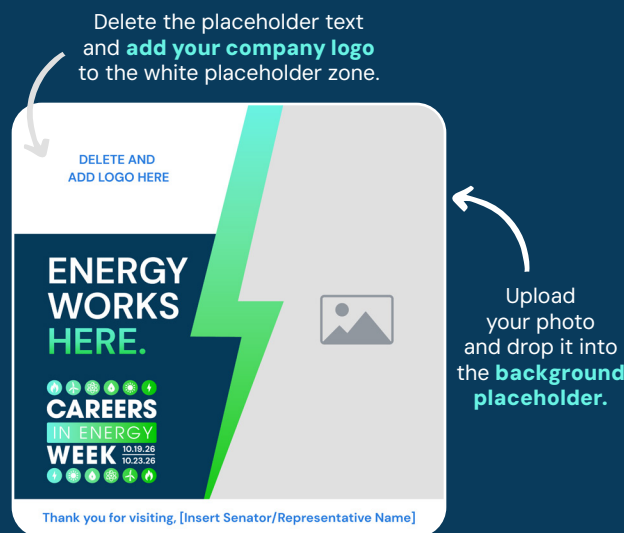
Careers In Energy Week

CONGRESSIONAL SITE VISIT SOCIAL MEDIA TOOLKIT

During Careers in Energy Week, CEWD members can invite their U.S. Representatives and Senators to tour their facilities, meet their employees, and see how they attract, train, and retain talent.

A successful visit is worth talking about. Posting the visit on social media helps extend its impact, showing your employees, customers, and community that workforce development is a priority while giving your elected officials a reason to engage with your content and their constituents. This toolkit gives you what you need to post with confidence: hashtag guidance, tagging tips, templated graphics, and ready-to-use captions. With questions, contact staff@cewd.org.

For more resources, visit:
cewd.org/ciew/congressional-site-visits/.



USE THE TEMPLATED GRAPHICS

We've created customizable graphics in Canva to help you post quickly and consistently. Simply access the template, swap in your company logo and a photo from your visit, and you're ready to post. You may also use your own company templates.

Access the [Canva template here](#).

USE THE HASHTAG

Include **#CIEW** or **#CareersInEnergyWeek** on every post tied to the site visit. This connects your content to the national CIEW conversation.

TAG YOUR GUESTS

Tag the official's office and **@GetIntoEnergy** directly in your post. Officials and their staff are more likely to engage with, and repost, content when they're tagged.

Pro-Tip: Check the official's social media channels after your visit. If they post first, consider reposting their content.

WHAT TO POST

Focus on people. For example, a photo of your legislator shaking hands with a technician or touring a training lab tells a strong story. Aim to post within 24 to 48 hours of the visit.

SUGGESTED CAPTIONS

Choose from the captions below and slot in details from the visit, or create your own caption.

1 WELCOME AND PURPOSE

Thank you to [Representative/Senator Name] for visiting our [facility name] today. We were glad to show [him/her/them] how our team is training the next generation of [industry/role] here in [city/district]. **#CareersInEnergyWeek**

2 POLICY CONNECTION

Great conversation today with [Representative/Senator Name] about [topic] and what it means for [company name]'s workforce development. Thanks for taking the time to see it firsthand. **#CareersInEnergyWeek**

3 GRATITUDE AND FOLLOW-UP

Thanks again to [Representative/Senator Name] and [his/her/their] team for stopping by [facility name] this week. We appreciate the continued support for energy workforce development in [district/state]. **#CareersInEnergyWeek**