

SOCIAL MEDIA

PLAYBOOK

This playbook provides CEWD members with a comprehensive guide to promote Careers in Energy Week (CIEW) across social media platforms. By sharing compelling content, you can inspire future talent, showcase your company culture, and amplify the energy industry's vital role.



1 ESSENTIAL HASHTAGS FOR MAXIMUM REACH

Include these key hashtags in your posts to join the national conversation and boost visibility:

- #CIEW
- #CareersInEnergyWeek
- #ShapedByEnergy

Pro Tip: Tag [@GetIntoEnergy](#) in your posts so we can amplify your content!

2 ELEVATE YOUR SOCIAL: CIEW BADGES

We've created a set of dynamic digital badges for your company and employees to use!

For Companies: Add the "Careers in Energy Week" badge to your company social media accounts with a post about what the week means to your organization or highlighting your other CIEW efforts.

For Employees: Encourage your team to share the "I'm Celebrating Careers in Energy Week" or "I'm #ShapedByEnergy" badges on their social media with a brief post about what they love about the energy industry.

3 LEAN INTO CONTENT THEMES

Tailor these ideas to your company's specific roles, projects, and culture. Use compelling visuals (photos, short videos, infographics) whenever possible!

Theme 1: The People of Energy

Showcase the real people and diverse roles within your company.

Theme 2: Innovation & Future of Energy

Highlight cutting-edge projects, new technologies, and future opportunities.

Theme 3: Why Energy? Impact & Community

Emphasize the industry's importance, stability, and positive community contributions.

4 SHARE READY-TO-USE CONTENT

Need social inspiration? We've crafted sample posts with corresponding assets for you to use within your company's social content calendar during the month of October. See next page.



5 EMPOWER YOUR EMPLOYEES: ENCOURAGE SHARING!

Your employees are your most authentic and powerful advocates. Encourage them to participate and share what energizes them in the industry.

Provide Content: Share sample posts and graphics via email or internal chat platform with your social team and employees for added amplification.

Schedule a Share Blitz: Pick a specific day during Careers in Energy Week and encourage everyone to post simultaneously to create a wave of content.

Lead by Example: Encourage company leadership to be active participants and share content throughout the week.

GET STARTED!

All sample posts, digital badges, and high-resolution graphics are available in the Social Media Kit section on <https://cewd.org/ciew/>.

Thank you for helping us inspire the next generation of energy leaders!

Looking for social media inspiration to celebrate Careers in Energy Week?

We've got you covered! Customize the copy below to fit your needs and access downloadable assets at <https://cewd.org/ciew/>.



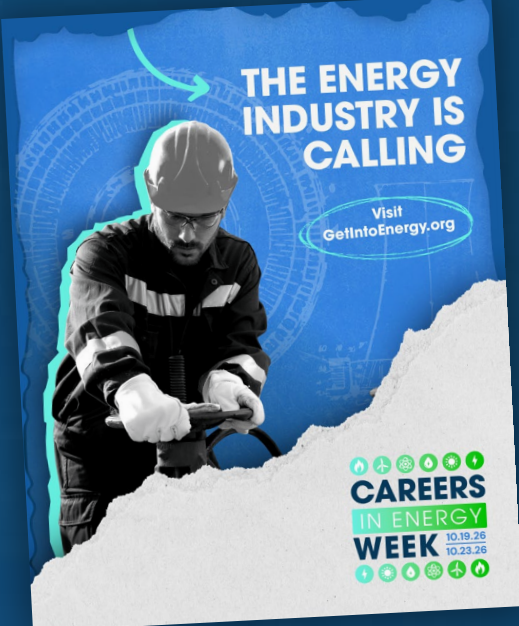
SUGGESTED COPY:
We're celebrating #CareersInEnergyWeek at a time when investment is flowing into skilled trades training across our industry. From lineworkers to technicians, find where you fit at GetIntoEnergy.org.



SUGGESTED COPY:
A new wave of talent is shaping the future of energy, with opportunities to build meaningful careers, earn competitive pay, and grow along the way. Find your next career this #CareersInEnergyWeek.



SUGGESTED COPY:
Whatever your passion, skill, or motivation, there's a place for you in energy. Come fuel your future. #CareersInEnergyWeek



SUGGESTED COPY:
Your next big opportunity might be closer than you think. Celebrate #CareersInEnergyWeek and see how you can help power your community. Visit GetIntoEnergy.org to learn more.



SUGGESTED COPY:
New support for career training is creating more ways to prepare for work in energy. This #CareersInEnergyWeek, explore the training and career options that could be right for you.



SUGGESTED COPY:
Behind every energy project are people solving problems, working across teams, and making an impact. Find your place this #CareersInEnergyWeek.



SUGGESTED COPY:
As #CareersInEnergyWeek wraps, we're proud to recognize our teams at [Company Name] for [specific contribution, accomplishment, or impact].



SUGGESTED COPY:
#CareersInEnergyWeek may be over, but your journey into an energy career can start at any time. Explore opportunities across the industry and see where energy can take you at GetIntoEnergy.org.



SUGGESTED COPY:
Next week is #CareersInEnergyWeek! Join us as we celebrate the people who power our communities and the many ways to build a career in energy. Start your journey at GetIntoEnergy.org.



SUGGESTED COPY:
As we celebrate a milestone year for our country, one thing hasn't changed: it runs on the people who keep it powered. This #CareersInEnergyWeek, help fuel what comes next. Visit GetIntoEnergy.org.