



MFG Day 2023 Action Partner Toolkit

There are many ways to show support for MFG Day! Whether it's hosting an event, attending an event, or promoting MFG Day through your social media channels, stay involved and help us showcase the best that the manufacturing industry has to offer.

MFG Day Event Formats



Plant Tours



Community Events & Expos



Educational Fairs



Classroom Vists



Company Family Day



Celebrations

How to Get Involved

1

Host an Event

2

Attend an Event

3

Invite Your Community

4

Spread the Word

Digital Promotion Strategy Ideas

Activating your digital channels is a great way to show engagement during MFG Day. Here are some ideas for how you can let your followers know about MFG Day in the days leading up to October 6.

SEPT

29

One Week Reminder Post

SEPT

30

Creator Spotlight

Highlight one or more team members at your company. Explain their path into manufacturing.

OCT

1

Promote Your Event

Are you hosting an event? If so, post the details of the event so your followers can attend if they would like!

OCT

2

Shopfloor Virtual Tour

Show your followers your own plant or facility! Post a few photos explaining where you work, or even consider going on Facebook Live or recording a short video giving a condensed preview of your facility.

OCT

3

Post Countdown Graphics

OCT

4

Creator Stories

Record videos of team members at your company explaining what they like about their jobs and why students should consider a career in modern manufacturing.

OCT

5

Why MFG Day?

Explain to your followers why MFG Day matters, and why they should help share the #CreatorsWanted message of the day with more students, parents, educators and job seekers.

OCT

6

Reminder Post

on day of event. Show excitement. Use the hashtag: #MFGDay23

Sample Twitter Content



Your Organization
@yourorg



#MFGDay23 shows the reality of modern manufacturing careers to students, parents, educators and community leaders. Spread the word and find an event near you!
mfgday.com/#find



Your Organization
@yourorg



Show off manufacturing careers! Register your event here to make your mark on #MFGDay23.
mfgday.com/register/ #CreatorsWanted



Your Organization
@yourorg



Hey [insert your state or community name]: Manufacturers across the U.S. are inspiring the workforce of tomorrow by showcasing the opportunities modern manufacturing careers provide! Check out the #MFGDay23 events happening in our area: mfgday.com/ #CreatorsWanted



Your Organization
@yourorg



Manufacturing's biggest annual event is Oct. 6! Follow @MFGDay and show support on social media by including #MFGDay23 with your retweets. mfgday.com

