

SOCIAL MEDIA GUIDE FOR EMPLOYERS

DiscoverU is an exciting week for our community to come together and support students in exploring career and college options. Everyone in the region—from families to schools to local employers—has a role to play! Here's how you can join via social media. Don't forget to tag us @DiscoverUWA!

Monday, October 8: #DiscoverLocalJobs

More than 700,000 jobs are opening in the state by 2021. Let's make sure our students know what's available to them here.

Suggestions on how to participate:

- What does your employee workforce look like? How many employees do you have? What are the most common degrees, majors, or certifications?
- Post facts about your workplace: What is your office culture like? Do you have interesting perks, such as allowing pets in the office? If you're a business, what sort of products do you develop? If you're a nonprofit or government agency, what sort of services do you offer?
- Profile an employee, especially someone who is local and went to high school in South King County or Seattle. We also recommend you share their educational and professional path explaining how they got to where they are.

Post your answer to a Theme Day Prompt:

- What types of jobs are in-demand at your workplace?
- What employees at your workplace grew up in the region? What do they do for your company?

Social Media Examples:



- I am a general contractor and earned my degree in construction management at the @UW. I now run a mid-size construction company and we are always looking to hire more electricians! #DiscoverLocalJobs @DiscoverUWA

Tuesday, October 9: #SpeakWorldLanguages

People who speak more than one language are more creative and better at planning and complex problem solving—great skills for school and work! Help students explore what they can do with multilingual skills!

Suggestions on how to participate:

- Post about why multilingual skills are important in your workforce.
- Profile positions or people at your company that use multilingual skills in their job.

Post your answer to a Theme Day Prompt:

- If you are multilingual, have you used language skills in your work? If so, how?
- Why is learning multiple languages important?

Social Media Examples:

- Even though I don't speak Spanish every day as a software engineer, being multilingual still helps me think about things from a different perspective, which is always an asset! #SpeakWorldLanguages #DiscoverUWA
- As a doctor, I interact with patients from all different backgrounds. But to me, the most special moments are when a Vietnamese-speaking patient learns that I'm a native Vietnamese speaker too. Their eyes light up and they are more comfortable. It makes all the difference. #SpeakWorldLanguages
- When I was younger, I felt embarrassed to speak my family's language. But now, I know that being bilingual is awesome! #SpeakWorldLanguages

Wednesday, October 10: #ClassroomToCareer

In class, students often ask, “Why do I need to learn this?” Show them how classroom content connects to careers in our economy.

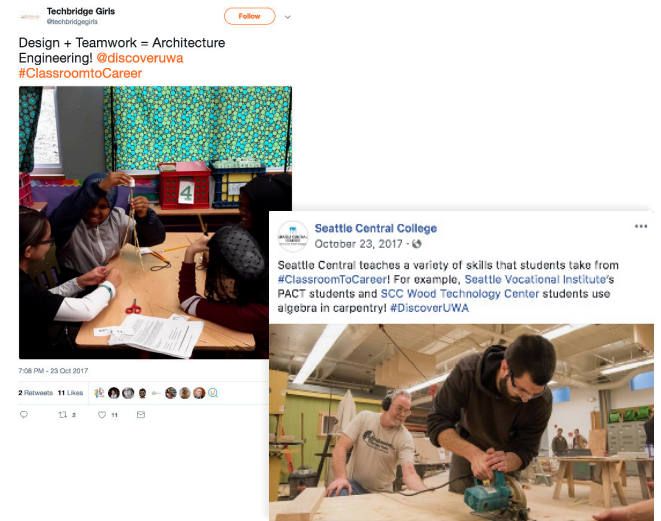
Suggestions on how to participate:

- Profile how foundational academic skills learned in high school are used by your employees.
- Share how high school classes become foundational skills in your field. (Example: Algebra + Physics = Construction Management)

Post your answer to a Theme Day Prompt:

- How do you use what you learned in high school or college in your job now?
- What educational pathways or classes do you need to pursue a specific job (maybe your own)?
- What's something you know now that you wish you had known when you started school/work?

Social Media Examples:



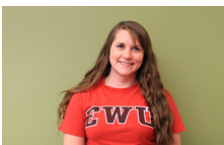
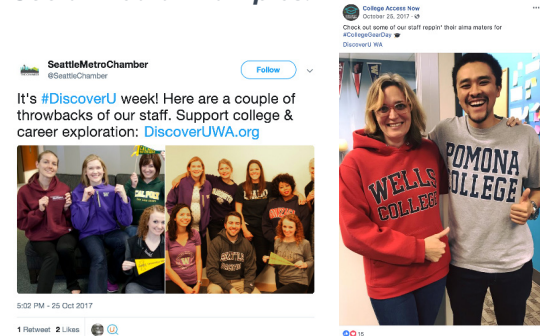
Thursday, October 11: #CollegeGearDay

Show school pride by wearing your college's gear and sharing your college knowledge!

Post your answer to a Theme Day Prompt:

- What is your favorite college memory?
- How did you choose your program/major/degree/certification?
- What is your best advice for students who are deciding what to do after high school?

Social Media Examples:



Example:

My favorite college memories are the late-night study sessions I attended with my undergraduate anthropology cohort. We would have so much fun quizzing each other, making up dumb jingles to remember the content, and just enjoy spending time together eating and drinking! #CollegeGearDay

Friday, October 12: #LeadYourCommunity

Today is all about building a better community. Introduce students to community-oriented work or connect them to leadership opportunities in their neighborhoods and outside of the classroom.

Post your answer to a Theme Day Prompt:

- If you were involved in your community in high school, how did that experience impact your career pathway?
- What does community leadership mean to you?

Social Media Examples:

- In high school, I served on the Renton Youth Council. It was my first taste of leadership—and ever since, I've worked in public service jobs. Now I work at the City of Seattle, and I still use some of the skills I learned from the RYC! #LeadYourCommunity #DiscoverUWA
- When I was in high school, I helped organize a few school dances. I didn't realize how much I would use these event planning skills in my future career. #LeadYourCommunity #DiscoverUWA