



SOCIAL MEDIA GUIDE

Use this social media guide to generate buzz leading up to DiscoverU Week and use the prompts below to participate during each day of DiscoverU with your own social media posts.

GETTING READY FOR DiscoverU WEEK!

SAMPLE POSTS Promoting DiscoverU:

- DiscoverU Week 2020 is coming! Join other educators Oct. 12-16 to help students explore college & career. virtually. Visit discoveruwa.org to get resources and learn more.
- DiscoverU Week is Oct. 12-16 this year! Educators: participate by doing virtual college and career classroom activities, aligning your lesson plans to DiscoverU theme days, or entering the art contest. Learn more at discoveruwa.org.
- Enter the DiscoverU Art Contest! Engage your students and promote college & career exploration by having them submit an art piece prior to DiscoverU week. The submission deadline is Friday, Oct. 2, and winners will be announced throughout DiscoverU Week. Submit your entry: discoveruwa.org/participate/art-contest/

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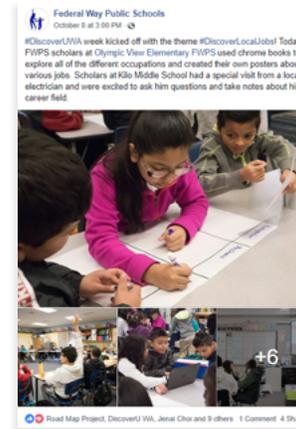
MONDAY

#DiscoverLocalJobs

Washington State employers are expecting 740,000 job openings by 2021. Let's make sure our students know about their options.

Post your answer to a #DiscoverLocalJobs prompt:

- If you grew up locally, share your educational pathway.
- Describe the types of jobs that are in-demand at your workplace or community.
- Spotlight someone from your community who works in a local sector.



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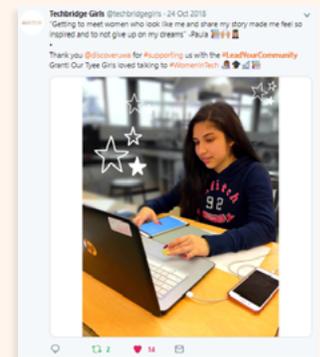
TUESDAY

#LeadYourCommunity

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

Post your answer to a #LeadYourCommunity prompt:

- How were you involved with your community while in high school? What impact did that experience have on your career pathway?
- What does community leadership mean to you?
- Who in your community inspires you? Give them a shoutout!
- How did your community involvement experience help you develop skills you use today?



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WEDNESDAY

#ClassroomToCareer

Students sometimes wonder, “Why do I need to learn this?” Today, take time to show your students how classroom content connects to careers.

Post your answer to a #ClassroomToCareer prompt:

- Share how you use what you learned in high school or college in your current job.
- Share how high school classes become foundational skills in your field (e.g. Math + Art = Web design)
- Describe the educational path or classes you need to pursue a specific job (maybe your own!)
- Share how something you learned in high school or college helped you determine your career path.
- What is something you know now that you wish you had known when you started school/work?



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THURSDAY

#CollegeGearDay

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

Post your answer to a #CollegeGearDay 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 pursue beyond high school?
- Why did you choose to go to college?
- What unexpected knowledge did you pick up from college?



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FRIDAY

#FlashForwardFriday

What do students see when they look into their futures? To cap off DiscoverU Week, set up virtual activities for students to share their visions.

Suggested way to participate:

- Use signs (discoveruwa.org/photobooth-signs) and have students post photos from home and then post on social media.



How to include families in DiscoverU

Families can participate in DiscoverU, too! Here are some ways you can encourage your students' family members to collaborate with you during DiscoverU Week.

Encourage family members to talk about their own career paths with students. Example prompts:

- How did you end up in your current job? What do you like about it? What don't you like?
- Did you have to receive special training (college or on-the-job training) to be good at your job? Did you always want to have that job?

Suggest family members work with their students on a career interest survey:

- Career interest inventory for [middle or high school students](#): click on "Explore Careers" and then "Career Interest Survey."

Or just encourage conversation! A discussion prompt:

- Discuss what you think your student is good at and talk about careers that might use those skills. For example, does your student like searching and finding information on the computer or planning activities with their friends? Those activities involve important skills from word processing and analyzing information to communicating and organizing.

HELP DISCOVERU GROW

Each year we try to improve DiscoverU Week. You can help us by:

- Recruiting alumni to share their college and career stories
- Sending us your DiscoverU activities and we will add them to our Resource Library. Email them to: ireza@ccdresults.org
- Sharing your DiscoverU story with us. How did you engage with DiscoverU this year? Email stories to: ireza@ccdresults.org
- Providing us with feedback on how we can make DiscoverU Week even bigger and better. Email: info@ccdresults.org

