

MFG Day Messaging Guide for Manufacturers' Virtual Events

So you've registered your Manufacturing Day event and you are ready to get the word out. There are many ways to engage your local community around MFG Day. For a virtual tour of your facility and process, you can use traditional and social media to amplify your event and reach more people. The timeline and tips below will help make your day a success using social media, media advisories, press releases, and other resources (see the [MMEC website](#) for more info and resources for planning your MFG Day event). Build momentum! Even if your virtual event is not live or is repeated throughout the month, post each week to drive viewers to your activities.

Social Media

Social media is an excellent resource for your 2020 MFG Day event. By sharing your event on platforms, tagging attendees, and posting photos, you can maximize the reach on your event. Whether your preferred platform is Facebook, Twitter, LinkedIn or Instagram, social media is key to the success of opening your doors to showcase modern manufacturing.

For updates and announcements before, during, and after Manufacturing Day 2020 follow us on these pages.



- Visit MFG DAY official social media pages (see icons above)
- "Like" them as your business page
- Use [@MfgDay](#) in Facebook and Twitter posts so that the MFG DAY audience of almost 10,000 will be more likely to see your content.
- Use @mfginmt as well to specifically reach participants in Montana (is this still accurate?)
- Post consistently using the official hashtag **#MFGDay20**.
- Include your logo and the MFG Day logo (multiple options available).

Below are examples of posts you can use to promote your virtual event and make your day a success!

4 Weeks Before the Event:

“SAVE THE DATE: October 2 is **#MFGDay20**. We are opening our doors *virtually* to showcase what modern manufacturing looks like in 2020. Join us on [[ex. Facebook](#)] on [[insert date](#)] for a virtual tour to see how [[company's product](#)] are made! Join us by registering here [[enter your event's link here](#)].”

2 Weeks Before the Event:

“We're ready for **#MFGDay20** and excited to showcase [[insert your product](#)] manufacturing in-action! What do you need to visit our factory floor? A comfortable seat (couches preferred). We can't wait to virtually show you what we do [[tag school or official coming to the event](#)].”

1 Week Before the Event:

“The seven-day countdown to #MFGDay20 begins. We are bringing our factory to your home! Take a front row seat on our virtual tour.” [Include picture of facility and include link to tour]”

Day of the Event

Happy MFG Day! It only takes a screen and a connection to visit the world of manufacturing. Today, we are hosting students, educators, and community leaders via virtual tour to showcase the manufacturing industry in 2020. Skip the bus ride, and enjoy this live stream.. #MFGDay20
[PICTURE]

and/or:

We are proud to participate in #MFGDay20 today. Manufacturers need highly skilled workers ready to innovate and advance our industry. Thanks to all the students and educators who joined up as we virtually opened our doors today. [TAG GROUPS]
[PICTURE]

Media Advisory

A short media advisory is a great way to get your event on local media’s radar. We recommend distributing the alert approximately one week prior to the event to entice media to attend and/or cover the event. A sample media advisory is included at the end of this Guide.

Press Release

You can send a press release to highlight what your company showcased during MFG Day and who attended (students, teachers, local elected officials etc.). You can send this when the event concludes or the day after with pictures from the event. A sample press release is available at the end of this Guide.

Education Outreach

Do you have a champion in your local school that is guiding students to your event? Getting the word out to educators and students is key. Work with your local districts to find out the process for inviting schools to your event. <Elva/Jenni – any new resources or contact information to insert here?>

Other Resources

[MFG Day Logos](#)

[Montana-specific MFGDay graphics to post on your social media](#)

[Planning logistics for you MFG Day Guideline](#)

[Montana Manufacturing Extension Center - Contact MMEC](#)

Sample Media Advisory – MFG Day Event (provided by MFGday.com)

MEDIA ADVISORY

[INSERT DATE]

[COMPANY NAME] TO HOST MFG DAY EVENT ON [DATE] FOR [CITY] COMMUNITY

WHAT: [COMPANY NAME] will host [students, lawmaker(s), community members] for an MFG Day event on [DATE] as part of a national effort to showcase the reality of modern manufacturing careers and connect with America’s future workforce - students.

[COMPANY NAME] will open its doors for [BRIEFLY DESCRIBE PLANT TOUR/EVENT STYLE] to students, parents and community members to experience first-hand the high-tech and innovative work environments that await those who pursue careers in modern manufacturing.

WHEN: (INSERT DATE)

XX:XX a.m. – Opening remarks

XX:XX a.m. – Plant tours and other activities begin

WHERE: [COMPANY NAME]

[ADDRESS]

[CITY, STATE, ZIP]

OR

[Insert link for your virtual event]

WHO: [LIST ATTENDEES – such as local elected officials, company president/spokesperson, executive from local groups/associations, other local leaders, students, etc.]

WHY: There is an increasing demand for highly skilled professionals in the manufacturing sector who can design, program and operate technology. Over the next decade, manufacturers will need to fill 4.6 million jobs. MFG Day is designed to introduce young people and others in the community to the thriving manufacturing industry to change perceptions of manufacturing and highlight the high-tech and innovative companies that are solving tomorrow’s challenges today. More information is available at <https://creatorswanted.org/>.

For more information contact:

[NAME]

[COMPANY]

[PHONE]

[EMAIL]

Sample Press Release – Manufacturing Day Event (provided by MFGday.com)

[INSERT COMPANY LOGO HERE]

FOR IMMEDIATE RELEASE

Contact: [CONTACT NAME]
[COMPANY]
[PHONE NUMBER]
[EMAIL ADDRESS]

[COMPANY NAME] HOSTS MFG DAY EVENT AT [INSERT LOCATION]

MFG Day Shines Spotlight on Local Manufacturers, Highlights Career Opportunities

(CITY, STATE) MONTH DATE, YEAR – In celebration of the launch of MFG Day 2020, [COMPANY NAME] hosted more than [NUMBER] students and [LIST OTHER ATTENDEES] as part of an effort to highlight modern manufacturing—a vibrant and growing industry that offers diverse, high-paying career opportunities. The event showcased [list in one or two sentences what’s happening such as facility tours, movie screenings, panel discussions, presentations, proclamations, etc. Describe or list the kind of technology that will be demonstrated, or the kind of products made in your plant.]

MFG Day, an annual national event held in communities across the country, is supported by thousands of manufacturers as they host students, teachers, parents and community members at open houses, plant tours and more to change perceptions of manufacturing and highlight the high-tech and innovative companies that are solving tomorrow’s challenges today.

“Today’s event, and the larger MFG Day initiative, allows manufacturing companies like ours to showcase what manufacturing is really about,” said [NAME, TITLE with COMPANY]. “We are proud to highlight the innovative work we are doing in [INSERT CITY] and hope our event today inspires the next generation of workforce talent to pursue a rewarding career in manufacturing.” [HOST COMPANY CAN DRAFT A DIFFERENT QUOTE IF THEY WANT].

First held in 2012 by its founder, the Fabricators & Manufacturers Association, International, MFG Day is now organized by The Manufacturing Institute—the education and workforce partner of the National Association of Manufacturers. The kick-off events around the country and month-long initiative gives manufacturers the opportunity to address the skills gaps they face, connect with future generations, take charge of the public image of manufacturing and ensure the ongoing prosperity of the industry as a whole. Learn more about MFG Day and the significant impact this event has across the nation [here](#).

About [Company]

[Insert company boilerplate here and include link to website in last sentence.]

More information on MFG Day is available at <https://creatorswanted.org/>.