****

**Social Media**

**During event days, create content for social media for your assigned cluster, and send to the provided email address for JA staff to upload to social media channels.**

Virtual Platform Link: [www.jajobspark.org/curriculum](http://www.jajobspark.org/curriculum)

Click on “Enter JA JobSpark” button

Volunteer Access Code: 0011

To view on-demand content:

* Login to the Virtual Platform
* Click on a cluster
* Click on the Career Paths sign
* Click on a pathway
* Click on a video to check out to include in your social media posts

To view live sessions:

* Login to the Virtual Platform
* Click on a cluster
* Click on the Live Session sign
* Click on a live session on the schedule to checkout/join the zoom to include in your social media posts
* Use social media toolkit below for inspiration or create your own post content
* Send screenshots of virtual platform
* Send screenshots of experiences, both on-demand and live
* No student names or student photos (shouldn’t be on site anyway)
* Screenshots of volunteers are encouraged (along with names/company names)
* Send all content to [jajobspark@jaindy.org](mailto:jajobspark@jaindy.org)
* And include – your name and cluster name in subject line
* Please send content throughout the day so JA can post on social media in real time

Example:

Text: Junior Achievement is so excited about #jajobsparkindy! Students will have the opportunity to virtually tour 8 different career clusters and learn about jobs that will be in demand when they graduate. (add photo with text)

**Social Media Toolkit**

**Share our messages: Twitter/Instagram**

**General:**

* We are so excited for #jajobsparkindy! Never underestimate the power unleashed by a single spark. <http://www.jajobspark.org>
* Our goal is to impact the lives of students and how them how their talents & passions can cause a spark. @JACentralInd
* @JACentralInd’s #jajobsparkindy ensures that students understand their potential for the future. For more details, visit <http://www.jajobspark.org>
* When our young people know where they’re going, we all advance. That’s why I can’t wait to be a part of @JACentralInd’s #JAJobSparkIndy.
* Our goal is to show students how their interests, talents and passions can fulfill a future role in our community. @JACentralInd #JAJobSparkIndy
* The **@companyname** supports @JACentralInd’s #JAJobSparkIndy because it is preparing our students for our future workplace talent demands.
* **@companyname** believes the experiences we create at @JACentralInd’s #JAJobSparkIndy will prepare our future workforce with the right tools of success.
* **@companyname**/sponsor(s) @JACentralInd’s #JAJobSparkIndy because we know that their approach inspires kids to think outside the box when it comes to careers.
* We believe @JACentralInd’s #JAJobSparkIndy is a great educational tool that gives students real insight into several career opportunities.
* I volunteer with @JACentralInd’s #JAJobSparkIndy because it is amazing to watch kids learn they can have a future that fits their interests. #education

**Cluster specific messages: (please pair with a photo relevant to each cluster)**

* For students who are creative and like inventing things, the Advanced Manufacturing, Engineering and Logistics cluster is the place to be at #JAJobSparkIndy!
* Students interested in working outside or with animals have a variety of experiences to check out in the Agriculture, Food and Natural Resources cluster at #JAJobSparkIndy!
* Dreaming of designing a new building. Students are learning in the Architecture, Engineering and Construction cluster at #JAJobSparkIndy!
* Students who are interested in how businesses work are checking out the Business & Finance cluster at #JAJobSparkIndy!
* Are you willing to serve others? The Government, Law and Public Service cluster at #JAJobSparkIndy teaches about jobs that can be found
* Students who love science are enjoying the Health and Life Sciences cluster at #JAJobSparkIndy!
* Plan for big events in the Hospitality and Tourism cluster at #JAJobSparkIndy!
* For students who love learning about the latest tech, the Technology cluster is the right fit at #JAJobSparkIndy

**Share our messages: Facebook**

**General: (please mention @JACentralInd in your posts if you can!)**

* As one of the voices of the regional business community, the @companyname supports @jacentralindiana’s #JAJobSparkIndy because we know it prepares our students for the forecasted future workplace talent demand.
* @jacentralindiana’s #JAJobSparkIndy ignites ideas - the idea that students can take the educational path that suits him/her and find a career path that will be in-demand when they are ready.
* **@companyname**/We sponsor(s) @jacentralindiana’s #JAJobSparkIndy because we know that their hands-on approach inspires kids to think outside the box when it comes to potential career opportunities.
* We believe @jacentralindiana’s #JAJobSparkIndy is a great educational tool that gives students real insight into several career opportunities.
* I volunteer with @jacentralindiana’s #JAJobSparkIndy because it is amazing to watch kids learn they can have a future that fits their interests. #education
* #JAJobSparkIndy helps educate young people about careers in demand.