

MFG Day Messaging Guide for Partners

Your local manufacturer has [registered their Manufacturing Day event](#) and you want to help them spread the word. There are countless ways to engage your local community around MFG Day. You can use traditional and social media to amplify your event and reach more people. Below are tips to help make the day a success using social media and other resources. (See the [MMEC website](#) for more info and resources for planning or partnering on a MFG Day event.)

Social Media

Social media is an excellent resource for your local manufacturer's 2019 MFG Day event. By sharing their event on platforms, tagging attendees and posting photos, you can help them maximize their reach.

For updates and announcements before, during, and after Manufacturing Day 2019 - 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 manufacturer's content.
- Use [@mfginmt](#) as well to specifically reach participants in Montana
- Post consistently using the official hashtag **#MFGDay19**.

Below are examples of posts you can use to promote your partner's event and make the day a success!

4 Weeks Before the Event:

“**SAVE THE DATE:** October 4th is **#MFGDay19**. [\[Tag your Manufacturer\]](#) is opening their doors to showcase what modern manufacturing looks like in 2019. Stop by their facility on [\[insert date\]](#) for a tour to see how [\[company's product\]](#) is made!

This year for **#MFGDay19** we are partnering with [\[TAG GROUPS\]](#) to highlight the highly skilled jobs available in the manufacturing industry. Join an event: <https://www.mfgday.com/events>

2 Weeks Before the Event:

“[\[Tag your manufacturer\]](#) is opening their doors for **#MFGDay19** to celebrate modern manufacturing. Stop by for a tour & activities on [\[insert date\]](#). They can't wait to show you what they do.”

and/or:

“[Tag your manufacturer] is ready for #MFGDay19 and excited to showcase [insert their product] manufacturing in-action! They can’t wait to show you what they do [tag school or official coming to the event].”

1 Week Before the Event:

“The final countdown to #MFGDay19 begins. [Tag your manufacturer] can’t wait to meet you!”
[Include picture of facility]

Day of the Event

“**Happy MFG Day!** Today [Tag your Manufacturer] is hosting students, educators, and community leaders at their facility to showcase the manufacturing industry in 2019.
#MFGDay19

and/or:

[PICTURE]

We are proud to support #MFGDay19 today. Manufacturers need highly skilled workers ready to innovate and advance our industry. Thanks to all the students and educators who joined up today.” [TAG GROUPS]

[PICTURE]

Education Outreach

Do you have a champion in your local school that is guiding students to your partner’s 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 partner’s event.

Other Resources

Need a MFG Day logo? Visit <https://www.mfgday.com/resources/logos>

Need Montana-specific MFGDay graphics to post on your social media?
<http://www.montana.edu/mmec/news/MFGDayGuideforPartners.html>

Need guidance planning logistics for your MFG Day? Download the toolkit:
<https://www.mfgday.com/playbook/Host-Toolkit.pdf>

Montana Manufacturing Extension Center – Contact MMEC:
<http://www.montana.edu/mmec/about/contact.html>