

MFG Day Messaging Guide for Manufacturers' Live 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 hosting a socially distanced live event, 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.)

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
- 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 event and make your day a success!

4 Weeks Before the Event:

“SAVE THE DATE: October 2 is **#MFGDay20**. Do you like unique places, people, and products? Do we have a job for you! Opening our doors to showcase what modern manufacturing looks like in 2020. Register here [\[enter your event's link here\]](#) for our live event on [\[insert date\]](#) to see how [\[company's product\]](#) are made! And don't forget your mask – the safety of our current and future workforce is always our top priority.”

2 Weeks Before the Event:

“Montana manufacturing employment is growing. We're opening our doors for **#MFGDay20** to show you how you can grow with us. We have designed safe and socially distanced tours and activities on [\[insert date\]](#) to show you what we do. Grab your mask and let's G(r)O(w)!”

and/or:

“We’re ready for #MFGDay20 and excited to showcase [insert your product] manufacturing in-action! We can’t wait to 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. Get ready to mask up and queue up on a spot to view your future. Are you ready to find your place and grow? [Include picture of facility]”

Day of the Event

Happy MFG Day! Today, we are hosting students, educators, and community members to showcase how [insert your product] are made. [Insert your facility name] is a place to build a future for you, your family, and your community. We can’t wait to open our doors to the next generation of manufacturers today. #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 those who joined up as we 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. Need a starting point? Contact us for information!

Mmec_office@montana.edu

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. The health and safety of our guests and staff is our top priority. We want to assure our participants that recommended safety measures will be in place for our events as directed by the State of Montana. Appropriate social distancing and face-covering protocols will be observed. We are committed to keeping Montanans safe and Montana businesses open.

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]

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. Organized by The Manufacturing Institute—the education and workforce partner of the National Association of Manufacturers—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] masked and socially distanced 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/>.