

MFG Day Messaging Guide for Partners

Once your local manufacturer has [registered their Manufacturing Day event](#), you can help them spread the word. You can engage your local community in MFG Day by using traditional and social media to amplify your partner's 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 2020 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 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 manufacturer's content.
- Use @mfginmt as well to specifically reach participants in Montana
- Post consistently using the official hashtag **#MFGDay20**.
- Like and share MMEC's (@mfginmt) MFG Day social media posts

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: Friday, October 2 is #MFGDay20. Montana manufacturing includes 3,372 establishments and 23,900 employees...that's no small thing! **[Tag your Manufacturer]** wants to show you what modern manufacturing in Montana looks like in 2020. Check out their facility on **[insert date]** **[or at <insert virtual event link>]** to see how **[company's product]** are made!

This year for **#MFGDay20** 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:

“Montana manufacturers are still busy designing, cutting, sewing, measuring, welding, mixing, melting, and bottling.....they are just doing it a little differently thanks to Covid-19. In celebration of **#MFGDay20**, **[Tag your manufacturer]** wants to show you how and what they have produced over the last few months. Join them for their **[insert “live tour,” “drive by,” “virtual event,” etc.]** on **[insert date]**. They can't wait to show you innovation and creativity.”

and/or:

“[Tag your manufacturer] is ready for #MFGDay20 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:

“From 2017-2018, Montana manufacturing earnings increased \$39.3 million for the Montana economy! Your talents and education are needed to keep it going. The final countdown to #MFGDay20 begins. [Tag your manufacturer] is ready to build your future.” [Include picture of facility]

Day of the Event

“**Happy MFG Day!** Today [Tag your Manufacturer] is [bringing their factory to your home; OR is ready to see you in your favorite mask for a live tour] to showcase the manufacturing industry in 2020. #MFGDay20

and/or:

[PICTURE]

We are hooked on manufacturing and proud to support #MFGDay20 today. Manufacturers need highly skilled workers ready to innovate and advance our industry. Thanks to all the students, educators, and community members 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

[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](#)