



## How to Use this Document

This document is designed to be an easily accessible resource for supporters (community WAMBassadors) to copy and paste social media posts to promote to their followers. This document provides templates of posts and all resource needed for a supporter to create their own on-brand message when sharing this resource. Simply look up the social media channel you want to post on, review a pre-made post with hashtags, or get an idea to create your own.

## URLs, Handles & Hashtags

In this section you will find helpful URLs, a photo repository to upload a photo with your post(s), and ways to tag partner organizations in your post(s).

*For feedback, questions, or changes to this document contact Samuel Elliot: SamuelTElliott42@gmail.com.*

### WAM Website

<https://wam.uccs.edu/>

### WAM Video (Business Audience)

<https://www.youtube.com/watch?v=Bow-v4x883A>

### WAM Video (Student Audience)

[https://youtu.be/\\_P0Vvesmc\\_k](https://youtu.be/_P0Vvesmc_k)

### Stock Photos

[Repository \(Google Drive\) of photos to use in posts. Free from copyrights of any kind. Themes include: Business, Healthcare, Construction, Education.\\*](#)

*\*Do not include a video link and a photo in the same post. Use a photo to grab attention or the video for a post.*

### Partners

#### UCCS Economic Forum

Website: <http://www.uccseconomicforum.com/>

Hashtag: #EconForum

Facebook Page: N/A

Twitter: @UCCSEconForum

#### Pikes Peak Workforce Center

Website: <https://ppwfc.org/>

Hashtag: #PPWFCworkforce

Facebook Page: <https://www.facebook.com/pikespeakworkforcecenter>

Twitter: @PPWFC

### Pikes Peak Community College

Website: <https://www.ppcc.edu/>

Hashtag: #PPCC

Facebook Page: <https://www.facebook.com/PPCCedu/>

Twitter: @PPCCedu

### Southern Colorado Small Business Development Center

Website: <https://www.pikespeaksbdc.org/>

Hashtag: #PPSBDC

Facebook Page: <https://www.facebook.com/southerncoloradosbdc/>

Twitter: @PikesPeakSBDC

### Colorado Springs Chamber & EDC

Website: <https://coloradospringschamberedc.com/>

Hashtag: #CSCEDC

Facebook Page: <https://www.facebook.com/ColoradoSpringsChamberEDC/>

Twitter: @CSCEDC

### El Paso County

Website: <https://www.elpasoco.com/>

Hashtag: #ElPasoCounty

Facebook Page: <https://www.facebook.com/EIPasoCountyCO>

Twitter: @epcpio

### City of Colorado Springs

Website: <https://coloradosprings.gov/>

Hashtag: #ColoradoSprings

Facebook Page: <https://www.facebook.com/CityofCOS/>

Twitter: @CityofCOS

## **Sample Social Media Posts**

Use these posts on the corresponding social media platforms or come up with your own post with a similar brand message.

### **Universal Posts**

Audience: Businesses/Employers

- "Know any businesses in Colorado Springs? Check out and pass along this tool built to help businesses grow and succeed in Colorado Springs! #EconForum #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #ElPasoCounty Access the tool here. ([www.wam.uccs.edu](http://www.wam.uccs.edu)) <https://www.youtube.com/watch?v=Bow-v4x883A>

### Audience: Students

- Wondering what your next move is after high school? Want access to data showing hot career fields? Check out WAM! - a tool build to help you make smart decisions about your future. #EconForum #PPWFCworkforce #PPCC #PPSBDC #CSCEDC ([www.wam.uccs.edu](http://www.wam.uccs.edu)) [https://youtu.be/ P0Vvesmc\\_k](https://youtu.be/P0Vvesmc_k)

### Audience: Parents

- Do you have a high school junior or senior and want to see them succeed in the Pikes Peak Region after high school? Check out WAM! to help them make smart decisions about their future careers! #EconForum #PPWFCworkforce #PPCC #PPSBDC #CSCEDC Access the tool here. ([www.wam.uccs.edu](http://www.wam.uccs.edu))

## **Facebook**

### Audience: Businesses/Employers

- Do you know of any businesses that need help hiring or posting a position in Colorado Springs? There is a tool for that! Watch the video. Then, follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Pass it on! #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty <https://www.youtube.com/watch?v=Bow-v4x883A>
- Do you know of any businesses that need help connecting in the community or developing a program for interns, apprentices or employee training? There is a tool for that! Watch the video. Then, follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Pass it on! #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty (<https://wam.uccs.edu/>) <https://www.youtube.com/watch?v=Bow-v4x883A>

### Audience: Students

- Hey students! Ever wish there was a tool that helps you narrow down what you are going to do after high school? Now there is! Check out WAM! to learn about career paths, education options, and jobs! Watch the video. Then, follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Pass it on! #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty [https://youtu.be/ P0Vvesmc\\_k](https://youtu.be/P0Vvesmc_k)
- You know what would be cool!? If there was a resource to help students figure out what to do after high school. NOW THERE IS! Pass it on to help a friend out! #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty [https://youtu.be/ P0Vvesmc\\_k](https://youtu.be/P0Vvesmc_k)

### Audience: Parents

- Hey parents of high schoolers! Do your kids have questions about future career options in the Pikes Peak Region? Of course they do. Get access to data on growing career fields, what education levels are needed, and average salaries with the new Workforce Asset Map (WAM!) #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty Access the tool here. ([www.wam.uccs.edu](http://www.wam.uccs.edu))

### **LinkedIn**

#### Audience: Businesses/Employers

- Is your business hiring in Colorado Springs? There is a tool that brings together all workforce-related resources in one place! Watch the video. Then, follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Help get the word out by sharing this post #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty <https://www.youtube.com/watch?v=Bow-v4x883A>
- Could your business benefit from connecting in the community or developing a program for interns, apprentices or employee training? There is a tool to help you find the resources to do just that! Watch the video. Then follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Help get the word out by sharing this post. #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty ([www.wam.uccs.edu](http://www.wam.uccs.edu)) <https://www.youtube.com/watch?v=Bow-v4x883A>

#### Audience: Students

- New to LinkedIn because you are graduating from high school soon? Great move! You know what else is a great move? Checking out the new Workforce Asset Map (WAM!). This resource helps you navigate what your next move could be with up to date data on growing career fields and what the education path looks like to start your career. Watch the video. Then, follow this link (<https://wam.uccs.edu/>) and click on 'Employer'. Help get the word out by sharing this post. #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty <https://www.youtube.com/watch?v=Bow-v4x883A>
- Dreaming of a well-paying career that makes you happy? Not sure what your next move is after high school? See what job fields are in the highest demand, what they pay, and how much education you need to start getting paid! #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty Access the tool here. ([www.wam.uccs.edu](http://www.wam.uccs.edu))

#### Audience: Parents

- Want to see your high school student succeed after graduation? Of course you do! Get access to up to date industry data for Pikes Peak area job openings including pay and education level requirements. #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty Access the tool here. ([www.wam.uccs.edu](http://www.wam.uccs.edu))

## Twitter

### Audience: Businesses/Employers

- Hiring in Colorado Springs? Be sure to use this tool! Watch the video. Then, follow this link ([www.wam.uccs.edu](http://www.wam.uccs.edu)) and click on 'Employer'. @PPWFC @PPCCedu @PikesPeakSBDC @CSCEDC @epcpio #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty  
<https://www.youtube.com/watch?v=Bow-v4x883A>
- Could your business benefit from connecting in the community or developing a program for interns, apprentices or employee training? Watch the video. Then, follow this link ([www.wam.uccs.edu](http://www.wam.uccs.edu)) and click on 'Employer'. @PPWFC @PPCCedu @PikesPeakSBDC @CSCEDC  
<https://www.youtube.com/watch?v=Bow-v4x883A>

### Audience: Students

- Trying to figure out what's next for you after high school? Check out WAM! ([www.wam.uccs.edu](http://www.wam.uccs.edu)) A tool to help you figure out your future. #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty  
<https://www.youtube.com/watch?v=Bow-v4x883A>

### Audience: Parents

- Want to help your high schooler make data driven decisions about their future career? WAM! helps parents do just that for students in the Pikes Peak Region ([www.wam.uccs.edu](http://www.wam.uccs.edu)) #PPWFCworkforce #PPCC #PPSBDC #CSCEDC #EIPasoCounty

## Email

### Audience: Businesses/Employers

Headline: Local Tool to Help Employers with Workforce Needs

### Body:

The Workforce Asset Map (WAM!) is a "one stop," free, online tool that helps job seekers, employers, and students identify and easily access workforce-related resources within the Colorado Springs region.

As an employer, this tool enables you to get help with:

- Hiring or Posting a Position
- Learning about Labor Supply
- Connecting in the Community
- Developing a program for Interns, Apprentices or Employee Training

Take a look <https://www.youtube.com/watch?v=Bow-v4x883A>.

The notion of WAM got started several years ago with a panel discussion for the UCCS Economic Forum of 2015, which focused upon workforce and the skills gap. A group of various community leaders including Pikes Peak Workforce Center, Pikes Peak Community College, the UCCS Economic Forum, the Chamber & EDC, Harrison School District, and others came together to talk about various workforce issues. These include why our region has a persistently lower ratio of people participating in the workforce as compared to the U.S., why we have various job categories that have a consistently high number of vacancies, and what we as a community can do to better train people who want to work but who feel they don't have the right skill set. There is also the issue of how to train and retain our youth for the full spectrum of jobs, including middle-skills jobs.

To use the tool yourself click here (<https://wam.uccs.edu/>).

This couldn't have been possible without the help from the many partners involved. A handful are listed below.

[UCCS Economic Forum](#)

[Pikes Peak Workforce Center](#)

[Pikes Peak Community College](#)

[Southern Colorado Small Business Development Center](#)

[Colorado Springs Chamber & EDC](#)

[El Paso County](#)

[City of Colorado Springs](#)

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Audience: Students

Headline: Local Tool to Help Students Answer the Question "What's after High School?"

Body:

The Workforce Asset Map (WAM!) is a "one stop," free, online tool that helps job seekers, employers, and students identify and easily access workforce-related resources within the Colorado Springs region.

As a student, this tool helps you:

- Understand who is hiring for what positions
- Learn about which jobs pay the most
- Discover what the required education is for different jobs
- Understand which career fields are more in demand than others

Take a look <https://www.youtube.com/watch?v=Bow-v4x883A>.

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- Understand who is hiring for what positions
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