

➤ MFG Day 2024 Action Partner Toolkit

There are many ways to show support for MFG Day! Whether it's hosting an event, attending an event or promoting MFG Day through your social media channels, stay involved and help us showcase the best that the manufacturing industry has to offer.

MFG Day Event Formats



Plant Tours



Celebrations



Community Events & Expos



Company Family Day



Educational Fairs



Classroom Vists

Options to Get Involved

1

Host an Event

2

Attend an Event

3

Engage Your Community



Not sure if you're hosting an event?

We encourage all companies to register as an official #MFGDay24 supporter. All registered companies will be reflected on our national map. Visit mfgday.com/register.

Digital Promotion Strategy Ideas

Activating your digital channels is a great way to show engagement during MFG Day. Here are some ideas for how you can let your followers know about MFG Day in the days leading up to Oct. 4.

SEPT

27

One Week Reminder Post

SEPT

28

Creator Spotlight

Highlight one or more team members at your company. Explain the career path that took them into manufacturing.

SEPT

29

Promote Your Event

Are you hosting an event? If so, post details about your event to demonstrate your support and participation.

SEPT

30

Shop Floor Virtual Tour

Show your followers your own plant or facility. Post a few photos explaining where you work, go live on your social channels or record a short video showcasing your facility.

OCT

1

Post Countdown Graphics

OCT

2

Creator Stories

Record videos of team members at your company explaining what they like about their jobs and why students should consider a career in modern manufacturing.

OCT

3

Why MFG Day?

Explain to your followers why MFG Day matters and why they should help share the #CreatorsWanted message of the day with more students, parents, educators and job seekers.

OCT

4

Day of Event Post

Show your excitement and support. Use the hashtag #MFGDay24.

Sample Social Content

Join the #MFGDay24 community on LinkedIn and X (Twitter). LinkedIn serves as a powerful platform for manufacturers and educational institutions to broaden MFG Day awareness and share key event details.

