

MFG

DAY®

 **MANUFACTURING
Institute**



Spread the Word:

Messaging Strategies to Amplify MFG Day

Jen White | Director, Student Engagement | August 6, 2026

#MFGDay26

www.MFGDay.com

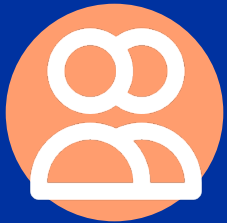


What We'll Cover Today

- 01 Why stories matter more than events
- 02 Every voice counts: who should be sharing
- 03 Social media as a movement-building tool
- 04 Platform strategies & best practices
- 05 Messaging that resonates with different audiences
- 06 Beyond social: email, press & community outreach
- 07 Your action plan & resources

Welcome!

This webinar is for anyone with a voice and a desire to inspire the next generation.



Event Hosts

Maximize your impact
before, during & after
your event



Manufacturers

Share your story and
showcase the people
behind the work



Educators & Partners

Champion
manufacturing careers
in your community



Advocates & Supporters

Anyone who wants to
grow the movement
and industry

MFG Day is a Movement—Not Just a Day

MFG Day 2025 by the numbers:

3,000+

Events Nationwide

32M

Social Media Impressions

\$1.4M

Earned Media

20

State Proclamations

Events rely on participants sharing them. Without messaging, impact stays local.

The awareness gap is real

Many students and potential future employees have never been exposed to modern manufacturing. An event without promotion is a missed opportunity to reach beyond the room.

Events alone are not enough

Social media, press coverage and digital outreach extend your event's impact to communities who may never attend—but whose perceptions and awareness still matter.



What Story Are We Telling?

The most powerful MFG Day content answers these questions:

"What does manufacturing look like, who does it and why should someone care?"



The People

Employees at every level, across different fields and from different backgrounds. Show the human side of manufacturing that others can relate to.



The Careers

High-tech, well-paying, intellectually demanding, unlimited growth potential. Career pathways of all types that can start with a diploma and grow on your terms.



The Impact

Products in homes, hospitals and infrastructure. Manufacturing is building the world and innovating for the future—right now, in your community.



Think Local.

Act National.

Your community event is a chapter in a national story. When you post with #MFGDay26, you connect your local efforts to more than 3,000 events across the U.S.

From local to national in one hashtag

1

You share a post with #MFGDay26

2

The national MFG Day feed amplifies it

3

Students, parents & media in other communities see it

4

More people discover manufacturing careers

5

The movement grows—locally AND nationally



Choose Your Platform. Know Your Audience.



LinkedIn

Best for: Educators, parents, workforce partners, industry professionals

Longer posts with context and data. Career pathway messaging and employee stories perform best.



Instagram & Facebook

Best for: Students, parents, community members

High-quality photos and short video. Behind-the-scenes content and employee spotlights drive strong engagement.



X (Twitter)

Best for: Industry professionals, media, advocates, policymakers

Brief, real-time event updates. Use #MFGDay26 on every post to join the national conversation.



TikTok

Best for: Students and younger audiences

Short video tours, day-in-the-life clips, and student reaction footage reach younger audiences effectively.

Always tag us and use #MFGDay26 on every event-related post across all platforms.



Use Every Channel Available to You

Social media is your highest-reach, lowest-cost tool—but it's not your only one.



Your Website

- Add a dedicated MFG Day page at least 4 weeks before your event
- Post a news article or blog post previewing your event
- Share an event recap with photos within one week after



Local Media

- Submit a press release ~3 weeks before your event
- Pitch a morning show segment in smaller markets
- Write a letter to the editor focusing on local workforce impact



Email

- Send a save-the-date ~6 weeks out
- Personalized school outreach outperforms generic announcements
- Send a post-event recap to attendees and supporters



Community Partners

- Ask chambers of commerce to co-promote your event
- Tag local media in posts—they monitor social mentions
- Consider billboard placements to elevate visibility

Your Six-Week Social Media Roadmap

6 Weeks Out

Save the Date

Announce your participation. Preview your event date. Build anticipation.

5 Weeks Out

Employee Spotlight

Feature an employee story. Short video performs best. Show the human side.

4 Weeks Out

Behind the Scenes

Share a facility photo or video. Build curiosity about what guests will see.

3 Weeks Out

Partner Shoutout

Tag school and community partners. Cross-promotion expands your reach.

2 Weeks Out

Career in Focus

Highlight a specific job role—title, skills, compensation, pathways.

1 Week Out

Countdown

Repost with urgency. Remind followers to register or confirm.

Event Day

Live Updates

Post 2-4 times. Real-time photos and video. Use #MFGDay26 every time.

Post-Event

Recap & Thank You

Photo gallery, key outcomes, a student quote. Thank your partners.



Messages That Move People

These messages have resonated consistently with audiences across MFG Day events nationwide:



Modern manufacturing is building the future — high-tech, well-paying and intellectually demanding.



There is a place in manufacturing for every interest: engineering, design, finance, logistics, marketing and more.



You do not need a four-year degree to start. Apprenticeships and two-year degrees offer faster ROI.



AI is expanding what people can do in manufacturing — skilled individuals are more valuable, not less.



Manufacturing careers are a first choice, not a fallback. They offer real wages, growth and community impact.



Tailoring Your Message by Audience

Students (K-12)

Focus: Curiosity, possibility and belonging

"Manufacturing has a career for whatever you're interested in."

Avoid: Industry jargon; referencing old stereotypes

Parents & Families

Focus: Stability, wages, pathways

"Starting wages in manufacturing often exceed other industries."

Avoid: Framing it as a backup option

Educators & Counselors

Focus: Student outcomes, career clarity

"Two-year degrees and apprenticeships offer faster ROI."

Avoid: Assuming prior knowledge of the industry

Career Changers/Veterans

Focus: Transferable skills, respect, growth

"Your experience translates directly to a high-demand industry."

Avoid: Oversimplifying roles or compensation



Creating Content That Gets Noticed

DO THIS

- Prioritize authentic moments over posed photos
- Feature real employees telling their own stories
- Keep your target audience in mind
- Include a clear call to action in every post
- Designate a social media team member on event day
- Tag MFG Day and use #MFGDay26 on every post

AVOID THIS

- Using 100% stock imagery—real people build trust
- Describing manufacturing as "dirty" or a fallback career
- Assuming audiences know industry terms or acronyms
- Only posting on event day—build the 6-week cadence
- Forgetting to share post-event content and outcomes
- Posting without #MFGDay26—your content won't count nationally



Your MFG Day Messaging Action Plan

Start here, no matter your platform or message:

1

Choose your channels

Decide where you'll post based on your audience. LinkedIn, Instagram, email—pick what you'll actually use.

2

Build your 6-week calendar

Map out your posting schedule. Save the date, employee spotlight, behind-the-scenes, countdown, event day, recap.

3

Gather your assets

Collect employee photos, facility images, and quotes. Good content takes time—start early.

4

Draft your core messages

Use the messaging frameworks from today. Personalize them to your company, community and audience.

5

Post on event day

Designate a social media team member. Post 2-4 times. Tag MFG Day accounts. Use #MFGDay26 on everything.

6

Share your story afterward

Post a recap gallery, share outcomes, send a thank-you email. The story doesn't end when the event does.



Keep the Message Going Year-Round

Every post, tag and share matters—any month of the year, whether or not you’ve ever hosted an event.



Post a career spotlight

Share a person or pathway you find inspiring, or share your own journey to a manufacturing career.



Bring students into the conversation

Share classroom projects or career-readiness moments tied to manufacturing, even outside of MFG Day season.



Repost official content

Amplify posts from the MFG Day accounts to your own network. No event, budget or planning required—just a share.



Keep using #MFGDay26

Consistency keeps the movement visible. Use the hashtag on any manufacturing-related post, not just around October 2.



Celebrate a company milestone

A new hire, promotion or certification is a manufacturing story worth telling. Share them as they happen.



Tag someone new

Invite a colleague, friend or local leader into the conversation. Growing the movement can be as simple as one tag.



Key Resources at Your Fingertips

MFGDay.com

Official hub. Access toolkits, templates, sample surveys and all host resources.

#MFGDay26

See how others are telling their MFG Day stories and get inspired to contribute your own.

Host Toolkit

Comprehensive planning guide available on the resources page at MFGDay.com.

Office Hours

Register online in advance.
Tuesdays 1:00-3:00 p.m. ET, Wednesdays 10:00 a.m.-12:00 p.m. ET.

Marketing Toolkit

Logos, social graphics, templates and 2026 brand guidelines. Always use current assets on MFGDay.com.

Contact

For event assistance: mfgday@nam.org
For other questions: Jen White, jwhite@nam.org



Your Voice Is the Movement

**MFG Day's reach depends on the collective effort of
*people like you.***

The more manufacturers, educators, advocates and supporters who share their stories,
the stronger the movement becomes.

#MFGDay26



Special Thanks



SUSTAINING FUTURES
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National Center for Next Generation Manufacturing



Workforce Summit 2026

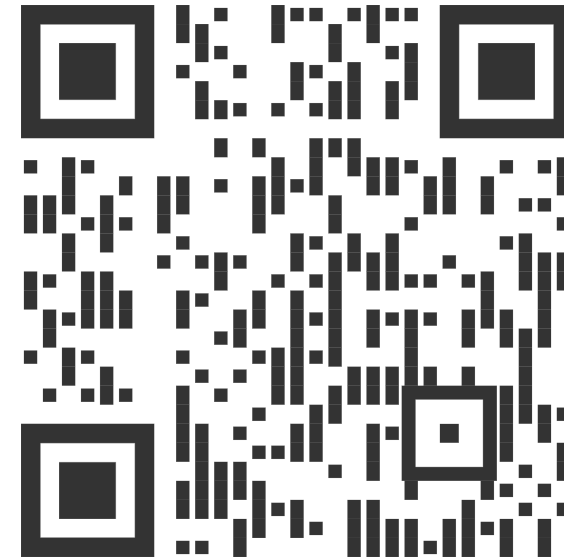
Skills at Scale: Delivering America's Competitive Advantage

October 26 – 28 (Monday – Wednesday)

Indianapolis Marriott Downtown

Indianapolis, IN

Registration is now open!



Have a great



Questions?

Sign up for our [MFG Day Office Hours](#)

Tuesdays 1:00-3:00 p.m. ET

Wednesdays 10:00 a.m.-12:00 p.m. ET

A recording of this webinar will be made available on MFGDay.com and sent in a follow up email.





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