



Careers in Energy Week 2018

Guide to Promotions and Social Media

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Careers in Energy Week is October 15–19, 2018!

What Is Careers in Energy Week?

The Center for Energy Workforce Development (CEWD) and member companies began working together to create a Careers in Energy Week in 2010. The purpose is to increase the public's awareness about energy careers through a concerted nationwide effort. This provides an opportunity for energy companies to connect with their local communities by sponsoring special events where schools, families, and other businesses can learn more about how your company operates and the importance you have in the local economy.

Websites / Online Resources

- Get Into Energy (GIE) official website:
<http://getintoenergy.com>
- CEWD official website:
<http://cewd.org>
- Careers in Energy Week Toolkit and Resources for CEWD Members:
<http://cewd.org/toolkit-career-week/>
- Careers in Energy Week materials available for order on ShopCEWD:
<http://cewd.org/shop/>
- Other Career Awareness Resources and Toolkits for CEWD Members:
<http://cewd.org/career-aware/>
- Workforce Development / Education Resources for CEWD Members:
<https://cewd.org/workdevedu/resources/>

Social Media

Connect with GIE, CEWD, and Troops to Energy Jobs by following us on Facebook:

- Get Into Energy Facebook page:
<https://www.facebook.com/pages/Get-Into-Energy/153791511363899>
- CEWD Facebook page:
<https://www.facebook.com/pages/Center-for-Energy-Workforce-Development-CEWD/219217258149829>
- Troops to Energy Jobs Facebook page:
<https://www.facebook.com/TroopsToEnergyJobs/>

The GIE Facebook page will have daily Careers in Energy Week updates all week long. Use your company's Facebook page to interact with us, or let us know what your company is doing and we'll feature you!

On Twitter, use the hashtag **#CareersinEnergyWeek** to spread the word and connect with others!

- Careers in Energy Week Twitter:
<https://twitter.com/EnergyCareersWk>
- Get Into Energy Twitter:
<https://twitter.com/GetIntoEnergy>
- Troops to Energy Jobs Twitter:
<https://twitter.com/troops2energy>

Recommendations

Before and during Careers in Energy Week, your company can:

- Send out a press release informing your community about Careers in Energy Week and any activities you might have planned.
- Work with your local mayor's or governor's office to get an official proclamation of Careers in Energy Week for your city or state. Learn more in the [Careers in Energy Week Overview](#) and [Proclamation Template](#).
- Visit your local schools to get kids excited about energy careers.
- Sponsor an essay contest for middle and high school students and offer prizes for students who write the top essays. CEWD provides [guidelines for a Careers in Energy Essay Contest](#) for grades 7-12.
- Host an open house so your community can see "behind the scenes" of the energy industry.
- Advertise!

Contact Us

Let CEWD know what you have planned so we can help spread the word! Interact with us on social media, or e-mail us directly at amy@aplus-media.com with any questions.