Social Media Deck: UtahFutures American Graduate
“Considering Careers? Consider This!” Videos

Notes:

- Social media images for Facebook, Instagram and Twitter will be here:
  https://drive.google.com/drive/folders/1qnecAGubVWnt2d_BLjKsov4OFjJCkizw
- Text below is designed for Twitter and Facebook. Adapt as needed to fit your
  audience and organization; please include #AmGrad.
- For Instagram captions, remove links.
- To promote via your website, consider embedding the videos from UEN’s
  YouTube channel here: https://www.youtube.com/uenVideo.
- Working with educators? Please share the Outreach Kit here:
  https://utahfuturesonramp.org/training/outreach.shtml

Whole Set
Meet real Utahns whose diverse career pathways have included technical college:
http://go.uen.org/bio #YearOfTechEd #AmGrad @UTechEDU

Anna: Balancing School, Work, Life
Anna traded low-paying jobs and constant stress for a technical certificate in a high-
paying, high-demand occupation. Now she can pay her bills and find time for other
things. http://go.uen.org/bio #YearOfTechEd #AmGrad

With an IT certificate, Anna can work in a high-demand, high-wage field with time to
enjoy her hobby. http://go.uen.org/bio #YearOfTechEd #AmGrad

Considering Careers? Consider This: Technical training in a high-demand field can
make it easier to prepare for a career without going into debt. http://go.uen.org/bio
#YearOfTechEd #AmGrad

Bennett: Enjoyable Education
A straight-A student explains why he loves his career as an Auto Tech:
http://go.uen.org/bio. #YearOfTechEd #AmGrad
Do you prefer active work? Bennett explains how his Auto Tech job offers growth and job security in a region he loves. http://go.uen.org/bio #YearOfTechEd #AmGrad

Considering Careers? Consider This: A great job you love may not require a college degree. http://go.uen.org/bio #YearOfTechEd #AmGrad

**Bradley: Creative Problem-Solving (available October 4)**
Creativity & problem-solving brought Bradley to Automated Manufacturing. http://go.uen.org/bio What will you find in CTE? #YearOfTechEd @UTechEDU #AmGrad

Learn how a @UTechEDU program helped a future engineer choose his major: http://go.uen.org/bio #YearOfTechEd #AmGrad

Considering Careers? Consider This: CTE helps students like Bradley make informed decisions about what degrees to pursue. http://go.uen.org/bio #AmGrad #YearOfTechEd

**Dalton: Attention to Detail (available October 25)**
What happens when a love for craft meets opportunity? Meet Dalton, whose pursuit of the perfect weld has reached champion levels. http://go.uen.org/bio #YearOfTechEd @UTechEDU #AmGrad

Free tuition for high school students enrolled in @UTECH programs is helping more Utahns graduate ready for college & career. Watch Dalton’s story: http://go.uen.org/bio #YearOfTechEd #AmGrad

Considering Careers? Consider This: high school students like Dalton are earning certificates tuition-free to graduate better prepared for college & career. http://go.uen.org/bio #YearOfTechEd #AmGrad

**Kasidi: Financial Turnaround**
Learn how @UTechEDU helped Kasidi find meaningful work and provide for her family: http://go.uen.org/bio #YearOfTechEd #AmGrad

31% of single-parent families live in poverty. Kasidi beat this statistic with a technical certificate. Learn how: http://go.uen.org/bio #AmGrad #YearOfTechEd

Considering Careers? Consider This: Supporting a family became much easier for this single mom after she earned a certificate at a technical college. http://go.uen.org/bio #YearOfTechEd #AmGrad @UTechEDU
**Kelly: Life-changing Scholarships (available October 18)**  
Looking for an in-demand career that doesn’t require a college degree? Learn why Kelly loves being a Diesel Tech! [http://go.uen.org/bio](http://go.uen.org/bio). #YearOfTechEd @UTechEDU #AmGrad

Not your grandpa’s garage: see what today’s Diesel Tech is all about. [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

Considering Careers? Consider This: Diesel Techs can earn more than $40k/year with less than 2 years in school. [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

**Tyler: Pathway to a Dream (available October 11)**  
Tyler stacked credentials to build a rewarding career in Medicine. It all started in high school with a CNA course through @UTechEDU! [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

Utah needs well-trained RNs! Find out how a pathway from CNA to Surgical Tech to a 5-star career worked for Tyler [http://go.uen.org/bio](http://go.uen.org/bio) then discover more high-demand, high-wage occupations here: [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

Considering Careers? Consider This: Tyler stacked credentials to gain experience, increase earnings, and minimize debt on his way to a college degree. [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

**Yesenia: My Time**  
Returning to school after children? Watch Yesenia’s story at [http://go.uen.org/bio](http://go.uen.org/bio). She shares how technical college has led her to enroll in @WeberStateU. Where will your career path lead? #YearOfTechEd #AmGrad

Business certificates like Yesenia’s can lead to high-demand jobs in an array of industries. [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad

Considering Careers? Consider This: Going back to school can be tough, but many technical college programs make it easier for young parents with flexible schedule, on-site childcare, study support and more. [http://go.uen.org/bio](http://go.uen.org/bio) #YearOfTechEd #AmGrad