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

**SEPTEMBER 2018**

**Notes:**

* Social media images for Facebook, Instagram and Twitter will be here: <https://drive.google.com/drive/folders/1qnecAGubVWnt2d_BLjKsov4OFljCkizw>
* New content will be available every Thursday through October 2018.
* 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>

**Kasidi: Financial Turnaround (available September 6)**

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

**Yesenia: My Time (available September 13)**

Returning to school after children? Watch Yesenia’s story at 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 #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 #YearOfTechEd #AmGrad

**Bennett: Enjoyable Education (available September 20)**

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

**Anna: Balancing School, Work, Life (available September 27)**

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

**Whole Set (post after September 27)**

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