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

**OCTOBER 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>

**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

**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 #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> then discover more high-demand, high-wage occupations here: <http://go.uen.org/bjS> #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 #YearOfTechEd #AmGrad

**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.#YearOfTechEd @UTechEDU #AmGrad

Not your grandpa’s garage: see what today’s Diesel Tech is all about. 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 #YearOfTechEd #AmGrad

**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

**Whole Set**

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