

APPRENTICESHIP ILLINOIS MARKETING & SOCIAL MEDIA: UPDATE & TIPS



August 31, 2026

APPRENTICESHIP ILLINOIS MARKETING & SOCIAL MEDIA



- Our Social Media Channels
- Hashtags
- Collaborate & Stay Connected
- Questions?



OUR PLATFORMS

Apprenticeship Illinois uses social media to reach people where they are.



LinkedIn

- Our most popular channel.
- Content is geared towards professionals.

[LinkedIn.com/Company/
ApprenticeshipIllinois](https://www.linkedin.com/company/apprenticeshipillinois)



Facebook

- Second most used channel.
- Common platform used by career seekers.

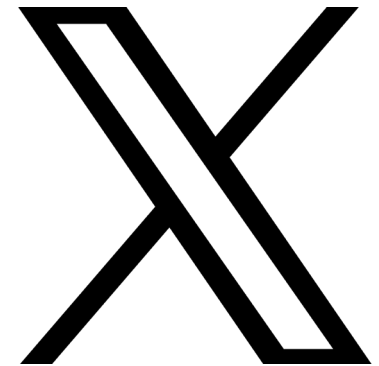
[Facebook.com/
ApprenticeshipIL](https://www.facebook.com/ApprenticeshipIL)



Instagram

- Share photos to tell a story.
- No clickable links can be used in the description.

[Instagram.com/
ApprenticeshipIllinois](https://www.instagram.com/ApprenticeshipIllinois)



X

- Formally known as Twitter.
- Short text posts.

[X.com/ILApprentice](https://x.com/ILApprentice)

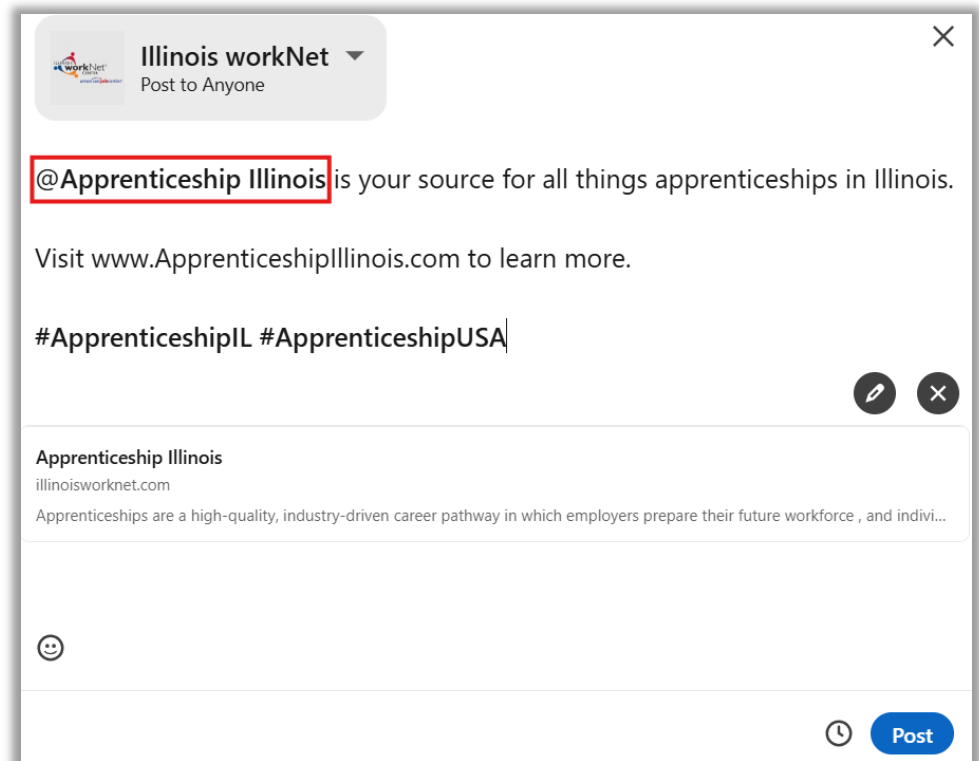
TAG US!

We want to see your posts so that we can interact and reshare.

When you post about apprenticeships, please tag Apprenticeship Illinois page across your platforms.

To tag a page:

- Create a post.
- Use the "@" symbol and begin typing the page name.
- A list of pages with similar names will appear.
- Select the page you wish to tag.



The screenshot shows a Facebook post creation window for the page "Illinois workNet". The post text is "@Apprenticeship Illinois is your source for all things apprenticeships in Illinois. Visit www.ApprenticeshipIllinois.com to learn more. #ApprenticeshipIL #ApprenticeshipUSA". The "@Apprenticeship Illinois" text is highlighted with a red box. Below the text, a dropdown menu shows the "Apprenticeship Illinois" page selected, with the URL "illinoisworknet.com" and a description: "Apprenticeships are a high-quality, industry-driven career pathway in which employers prepare their future workforce , and indivi...". The post is ready to be published, with a "Post" button visible at the bottom right.

Illinois workNet
Post to Anyone

@Apprenticeship Illinois is your source for all things apprenticeships in Illinois.
Visit www.ApprenticeshipIllinois.com to learn more.
#ApprenticeshipIL #ApprenticeshipUSA

Apprenticeship Illinois
illinoisworknet.com
Apprenticeships are a high-quality, industry-driven career pathway in which employers prepare their future workforce , and indivi...

Post

WHY DO PAGE TAGS MATTER?

Connect your content to the people and organizations involved in the story.



EXPAND REACH

Maximize the effect of your social media by tagging applicable pages in posts.



ENHANCE VISIBILITY

Tagging pages makes a post viewable to your audience and their audience, which increases engagement.



PARTNERSHIPS

Tagging and featuring partners demonstrates that you're actively working together.



STRENGTHEN RELATIONSHIPS

Recognizing partners online grows connections.



GET PARTNER'S ATTENTION

Tagging their page will notify them of your post, which gives them an opportunity to interact and reshare.



GIVE CREDIT

Recognizes other's contributions.

HASHTAGS

Hashtags create a content hub by grouping related posts together.

- Increases discoverability
- Amplifies reach
- Builds brand recognition
- Connects partners to a shared conversation.

Hashtags to include in your posts:

#ApprenticeshipIL and **#ApprenticeshipUSA**

#ApprenticeshipIL hashtag helps us build our brand and allows us to see your post easier.

The #ApprenticeshipUSA hashtag is the U.S. Department of Labor's hashtag used across the nation.



APPRENTICESHIP ILLINOIS RESOURCES

Our website offers a range of content and resources to use on social media!

Success Stories

Most impactful to show the real-life impact of Apprenticeship Illinois and how apprenticeships make a difference in the lives of apprentices, employers, and communities across Illinois.

Event Calendar

Add an event to the website Event Calendar. A custom URL is generated that can be shared to social media.

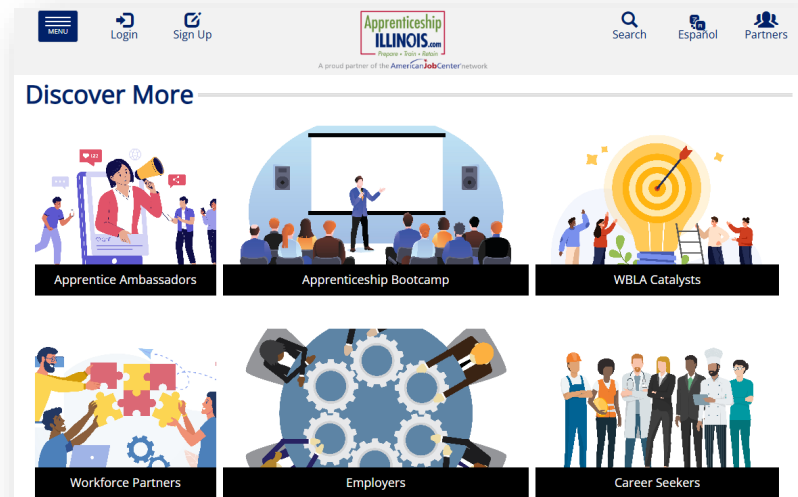
Event displays across the state's workforce Portal.

Apprenticeship Outreach

Find branding and marketing materials on a central page, including:

- Logos
- Style Guide
- Digital versions of documents
- Videos

www.ApprenticeshipIllinois.com





ONLINE COLLABORATION

Social media is a free tool to grow your network!



Online Collaboration with Apprenticeship Illinois

We want to see your posts and help you get the word out. Let's collab!

- ✓ Post about apprenticeships.
- ✓ Tag Apprenticeship Illinois.
- ✓ Include the #ApprenticeshipIL hashtag in posts.
- ✓ Stay connected by following us.
- ✓ Subscribe to receive News.
- ✓ Contact Kimberly Heinisch for assistance or questions.





Follow Us!

Subscribe to receive News and check us out on social media.



[LinkedIn](#)



[Facebook](#)



[Instagram](#)



[X](#)



ApprenticeshipIllinois.com/Subscribe

Social Media Contact: Kimberly.Heinisch@siu.edu

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