



National Apprenticeship Week

Apprenticeship Illinois Toolkit





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Overview

National Apprenticeship Week (NAW) annually highlights the essential role of apprenticeships in the workforce and community. The weeklong event brings together businesses, labor leaders, educational institutions, government agencies, workforce partners, community organizations, and career seekers.

[Apprenticeship Illinois](#) invites **you** to celebrate the **10th anniversary** of National Apprenticeship Week from **November 17 to 23, 2024!** Get involved by signing a Proclamation, hosting and attending an event, posting on social media, and spreading the word. [Illinois Apprenticeship Week 2024](#) is the State's one-stop-shop for NAW, featuring a comprehensive list of resources provided by Apprenticeship Illinois and ApprenticeshipUSA, upcoming events, and signed Proclamations. Use the **Social Media Toolkit** to join the state and nationwide conversation!

Quick Links

- [Illinois Apprenticeship Week 2024](#)
- [Apprenticeship Week FAQs](#)
- [Overview of NAW Illinois Outreach Recorded Webinar \(10/21/2024\)](#)
 - [Presentation](#)
- [Subscribe to the Bulletin](#)

Let's Connect

NAW is full of engagement. Apprenticeship Illinois wants to see your posts; tag our page. Never miss an update, like and follow us today across all platforms!



Page Tags:

- LinkedIn: [@ApprenticeshipIllinois](#)
- Facebook: [@ApprenticeshipIL](#)
- Instagram: [@ApprenticeshipIllinois](#)
- X: [@ILApprentice](#)

Upcoming Events

Join Apprenticeship Illinois at an upcoming event. Register by clicking the title below. Find a list of events taking place at ApprenticeshipIllinois.com.



November 12, 2024 @ 12:00pm – [Illinois NAW 2024 Showcase Webinar](#)



November 18, 2024 @ 10:00am – [2025 Apprentice Ambassador Cohort Livestream](#)



November 21, 2024 @ 10:00am – [Empower Women in Tech: Pathways to Success Through Apprenticeships Webinar](#)



November 22, 2024 @ 9:00am – [Highlighting Illinois Apprentice Ambassadors Webinar](#)

Social Tips

General suggestions:

- Proofread before posting.
- Use hashtags in posts to expand audience reach.
- Capitalize multi-word hashtags to easily read and prevent typos or misreading easily.
- Use emojis in moderation by placing them at the end of posts to avoid clarity issues. Double-check descriptions. Avoid changing the color of customizable emojis when posting from an organization's page.
- Capitalize multi-word hashtags.
- Keep in mind that not all watch videos with sound.
- Avoid creating graphics with a lot of small-font text. Others are less likely to stop and read a graphic that is crammed packed with text.

Accessibility

Disability is diverse in different forms. Accessibility matters and impacts marketing, here are a few tips to keep in mind:

- Avoid rapid blinking or flashing in graphics/videos.
- Add Alt Text to images, this helps people with visual impairments.
- Punctuation marks and capital letters prevent run-on sentences and allow screen readers to pause between sentences/phrases.
- Avoid using custom fonts, as not all assistive devices can read alternate characters.
- Check out the past Workforce Webinar on Accessible Social for in-depth insight on prioritizing content, assistive devices, developing alt text, selecting emojis, and using a text/background color chart.
 - [Presentation](#)
 - [Recorded Webinar](#)

Sharable Content

Copy and paste posts with hashtags and the short URL!

- Illinois Apprenticeship Week 2024 Page Short URL: <https://bit.ly/nawIL2024>

Hashtags

Be sure to include hashtags in posts! Apprenticeship Illinois and ApprenticeshipUSA are watching for posts.

#ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Social Media Posts

LinkedIn/Facebook

It's National Apprenticeship Week! Did you know that for every dollar invested, employers see a return of 44.3% through Registered Apprenticeships?

Apprenticeships not only build skills but also offer a strong ROI for businesses. Let's celebrate hands-on learning that powers careers and boosts companies! <https://bit.ly/nawIL2024>

#ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Apprenticeships provide hands-on experience and a solid foundation for a rewarding career. Invest in your skills and future, with the average starting wage after completing a Registered Apprenticeship program being \$80,000. Visit [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com) to learn more.

#ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Apprenticeships combine paid, on-the-job training with classroom learning, helping individuals gain real-world skills while earning competitive wages. It's a win-win for apprentices and employers! Explore the power of apprenticeships for career growth and skill development while building the future workforce: <https://bit.ly/nawIL2024>

#ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Is your company growing with the future workforce? With 94% of apprentices retaining employment after completing an apprenticeship program, you reduce turnover and build a talent pipeline through apprenticeship programs. Learn how your biz can contribute to the community by investing in apprenticeships at [ApprenticeshipIllinois.com/Employers](https://www.apprenticeshipillinois.com/Employers)

#ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Dive into the world of apprenticeships in Illinois during National Apprenticeship Week. Connect with industry leaders, access valuable resources, and attend events to boost your skills and career prospects. Visit [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com) to learn more. #NAW2024 #DecadeOfNAW #ApprenticeshipIL #ApprenticeshipUSA

Join us in celebrating the 10th annual National Apprenticeship Week, November 17-23, 2024! This week emphasizes the critical role of Registered Apprenticeships in developing a skilled workforce. Learn more about Apprenticeship Illinois and how you can get involved: <https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Elevate your knowledge of apprenticeships during National Apprenticeship Week. Join Apprenticeship Illinois as we celebrate the value of registered apprenticeship programs and discover resources to support your journey. <https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

X (Formerly Twitter)

Customizable posts that meet X's limited character count.

Get ready for National Apprenticeship Week with Apprenticeship Illinois! Discover valuable resources and tools: <https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Find events & resources on [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com) to celebrate the 10th anniversary of #NAW2024 from November 17-23. #DecadeOfNAW #ApprenticeshipUSA #ApprenticeshipIL

Apprenticeships are a pathway to skill-building, career growth, & bridging talent gaps. Whether you're an apprentice or an employer, let's celebrate hands-on learning that shapes tomorrow's workforce: <https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024

The 10th annual National Apprenticeship Week is November 17-23! Get involved by attending an event, posting on social media, & learning more on [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com). #NAW2024 #DecadeOfNAW #ApprenticeshipUSA #ApprenticeshipIL

Apprenticeships combine paid, on-the-job training with classroom learning, helping individuals gain real-world skills while earning competitive wages. It's a win-win for apprentices & employers: <https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

National Apprenticeship Week strengthens communities by empowering others to pursue meaningful careers, creating a ripple effect that benefits employers and the economy.

<https://bit.ly/nawIL2024> #ApprenticeshipIL #ApprenticeshipUSA #NAW2024 #DecadeOfNAW

Calling all employers and educators! National Apprenticeship Week is coming up on November 17-23, 2024. Discover how Apprenticeship Week can help you build a talented workforce through Registered Apprenticeships. <https://bit.ly/nawIL2024>

#NAW2024 #DecadeOfNAW #ApprenticeshipIL #ApprenticeshipUSA

#ApprenticeshipIL is your go-to resource for all things apprenticeship, 365 days a year. Celebrate #NAW2024 by heading to [ApprenticeshipIllinois.com](https://www.apprenticeshipillinois.com). #DecadeOfNAW #ApprenticeshipUSA

Graphics

Download graphics for posts.



Questions/Assistance

The Apprenticeship Illinois team is here to help! For questions or assistance with National Apprenticeship Week proclamations, events, resources, and social media, please email **Kimberly Heinisch** at Kimberly.Heinisch@siu.edu.

Additionally, Apprenticeship Illinois features an [Apprenticeship Week FAQs page](#) where general inquiries can be submitted and answers to commonly asked questions can be found. An email response will be sent within a few days of the FAQ submission. This page will be regularly updated with new questions and answers related to Apprenticeship Week.