



LED FastStart

Louisiana's Custom Workforce Solution



[@MEPOL](#)



[@MEPLouisiana](#)



[@Manufacturing Extension
Partnership of Louisiana](#)



<https://mepol.org/>

MANUFACTURING DAY 2022

DIGITAL MEDIA KIT

ABOUT

MFG Day is manufacturing's biggest annual opportunity to inspire the next generation to start careers in modern manufacturing through a series of focused events to promote manufacturing to students, parents, and educators. MFG Day is on the first Friday of October, continuing throughout the rest of the month.

MFG Day is an initiative of The Manufacturing Institute, with the Fabricators & Manufacturers Association as a founding partner. The Institute grows and supports the manufacturing industry's skilled workers for the advancement of modern manufacturing. The Institute's diverse initiatives support women, veterans, students and workers through skills training programs, community building and supporting the advancement of their careers in manufacturing. As the workforce development and education partner of the National Association of Manufacturers, the Institute is a trusted adviser to manufacturers, equipping them with resources necessary to solve the industry's toughest challenges.

MFG DAY 2022

Friday, October 7

JOIN THE CONVERSATION

MFG Day is more than a single event. Join the conversation online leading up to October. We encourage you to share your manufacturing story/ events and use our hashtags **#MFGDay22** and **#LAMfgWeek**.

Follow us at these handles!



@MEPOL
@MFGDay
@NAMpage



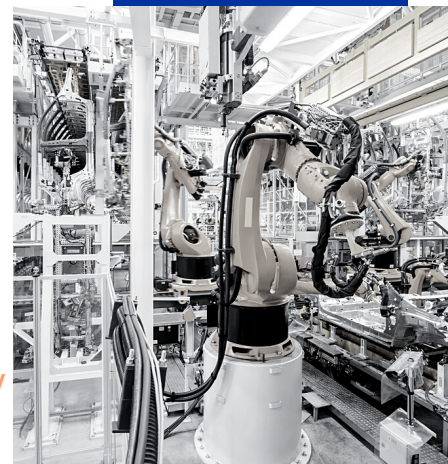
@MEPLouisiana
@MFGDAY
@TheMFGInstitute
@ShopfloorNAM



@Manufacturing
Extension Partnership
of Louisiana
@Manufacturing-Day
@National-
Association-of-
Manufacturers—NAM



<https://mepol.org/>
<https://www.mfgday.com/>



HOST AN EVENT

Join thousands of manufacturers across North America as they showcase what modern manufacturing looks like and inspire the next generation of skilled workers.

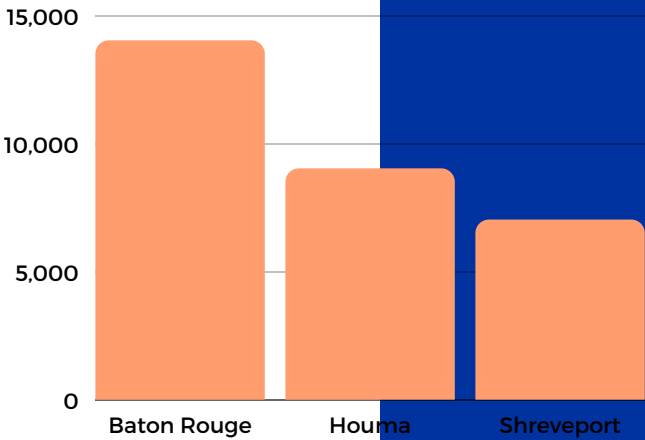
This year, the official date for MFG Day is Oct. 7, but any day can be MFG Day. How you participate needs to work for you, so feel free to choose when you host your event!

Host an MFG Day
Event!

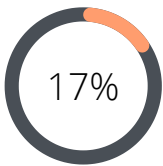


This chart is based off the top cities in Louisiana for manufacturing jobs.

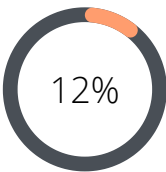
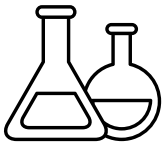
Baton Rouge is Louisiana's top city for manufacturing - accounting for 14,647 + jobs.



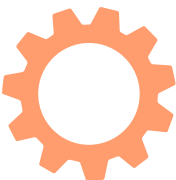
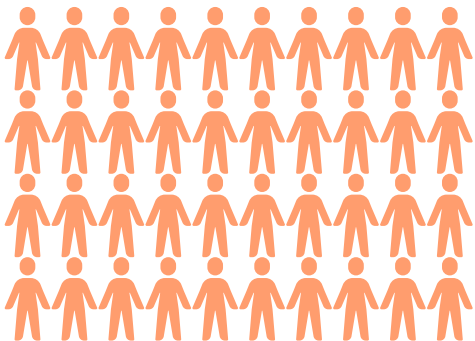
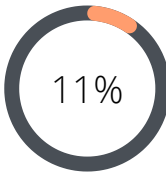
Industrial machinery accounts for the largest share of Louisiana's industrial workforce, followed by fabricated metals and food processing.



Chemicals



Industrial Material Fabricated Metals



4,396
Manufacturers



178,500
Workers

Louisiana is home to 4,396 manufacturers, employing 178,500 workers.

MAKE AN IMPACT WITH SOCIAL CONTENT.

SOCIAL MEDIA SCHEDULE

We encourage you to have fun with your social content – reshare, retweet and regram images and posts that showcase Manufacturing Week events in your region. In addition, you will find a social media calendar for the weeks leading up to and during Manufacturing Week. This social media calendar (pages 5–19) consists of posts with accompanying images or graphics and suggested scheduling, which considers optimal time for maximum impressions and engagement activity.

You can schedule posts ahead of time using free publishing tools like Hootsuite.

[For easy copying and pasting, use the Word version of this schedule](#)

[Download Here](#) ➞

[All images and graphics](#)

[Download Here](#) ➞

SOCIAL MEDIA COVER PHOTOS

To promote Louisiana Manufacturing Week, we encourage you to change your social media cover photos in the weeks leading up to and during your event.

Choose from these “ready-to-use” options, or create your own!

[Cover photos to use on social media channels](#)

[Download Here](#) ➞



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



FRIDAY, SEPTEMBER 16 - 8:30 AM

Post to:



FACEBOOK and LinkedIn

Manufacturing Day (MFG Day) is manufacturing's biggest annual opportunity to inspire the next generation about the industry and careers in modern manufacturing. This movement empowers local manufacturers, schools, and students to connect through annual events across Louisiana, like Manufacturing Week - set for October 7 - October 14. [#MFGDay22](#)
[#LAMFGWeek](#)



FRIDAY, SEPTEMBER 16 - 8:30 AM



Post to:

Twitter

Louisiana Manufacturing Week is October 7 - October 14.
Empower local manufacturers, schools, and students to connect!
[#MFGDay22](#) [#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



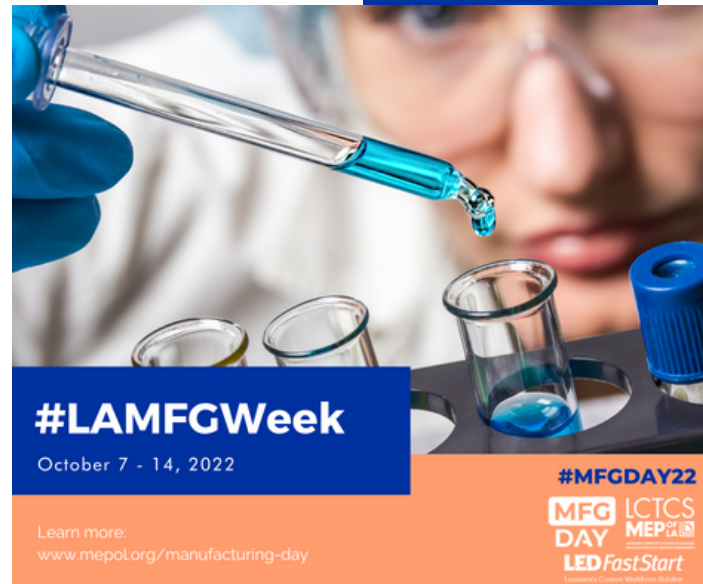
MONDAY, SEPTEMBER 19 - 11:30 AM

Post to:

FACEBOOK and LinkedIn



Chemical Manufacturing employs over 26,000 in Louisiana.
Skills needed for a career in the chemical industry are: a natural curiosity, critical thinking, organizing, and time-management.
[#MFGDay22](#) [#LAMFGWeek](#)



MONDAY, SEPTEMBER 19 - 11:30 AM



Post to:
Twitter

Chemical Manufacturing employs over 26,000 in Louisiana.
Skills needed for a career in the chemical industry are: a natural curiosity, critical thinking, organizing, and time-management.
[#MFGDay22](#) [#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



WEDNESDAY, SEPTEMBER 21 - 2:15 PM

Post to:

FACEBOOK and LinkedIn



Manufacturing is about skills. It doesn't require a four-year degree as it requires dedication, hard work, and an industry certification. Most certifications can be earned in two years or less. [#MFGDay22](#) [#LAMFGWeek](#)

Manufacturers have the highest combined

**SALARIES
AND
BENEFITS**

of any industry in the United States.



#LAMFGWeek

October 7 - 14, 2022

Learn more:
www.mepol.org/manufacturing-day

#MFGDAY22



WEDNESDAY, SEPTEMBER 21 - 2:15 PM



Post to:

Twitter

Manufacturing is about skills. It doesn't require a four-year degree as it requires dedication, hard work, and an industry certification. Most certifications can be earned in two years or less. [#MFGDay22](#) [#LAMFGWeek](#)

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



FRIDAY, SEPTEMBER 23 - 9:35 AM

Post to:



FACEBOOK and LinkedIn

Louisiana is home to 4,396 manufacturers, employing 178,500 workers with leading companies like DOW Chemical, Oceaneering Intl., Stuller, and BASF Corp. [#MFGDay22](#)
[#LAMFGWeek](#)



FRIDAY, SEPTEMBER 23 - 9:35 AM



Post to:
Twitter

Louisiana is home to 4,396 manufacturers, employing 178,500 workers with leading companies like DOW Chemical, Oceaneering Intl., Stuller, and BASF Corp. [#MFGDay22](#)
[#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



MONDAY, SEPTEMBER 26 - 11:30 AM

Post to:

FACEBOOK and LinkedIn



Manufacturing supports an estimated 17.4 million jobs in the United States and about one in six private-sector jobs. [#MFGDay22](#) [#LAMFGWeek](#)

In 2021,
the average annual wage
per worker was

\$80,861

in the manufacturing industry in Louisiana.



#LAMFGWeek

October 7 - 14, 2022

Learn more:
www.mepol.org/manufacturing-day

#MFGDAY22



MONDAY, SEPTEMBER 26 - 11:30 AM

Post to:

Twitter



Manufacturing supports an estimated 17.4 million jobs in the United States and about one in six private-sector jobs. [#MFGDay22](#) [#LAMFGWeek](#)

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



WEDNESDAY, SEPTEMBER 28 - 2:15 PM

Post to:



FACEBOOK and LinkedIn

Manufacturers of all sizes need engineers, production employees, purchasing agents, HR officers, finance staff, IT managers, marketers, customer service reps, and more. [#MFGDay22](#) [#LAMFGWeek](#)

In 2021,
manufacturing ranked
6th in
Louisiana
in individual employment.



#LAMFGWeek

October 7 - 14, 2022

Learn more:
www.mepol.org/manufacturing-day

#MFGDAY22
MFG DAY LCTCS
MEP OF LA
LED FastStart
Louisiana's Leading Manufacturing Program

WEDNESDAY, SEPTEMBER 28 - 2:15 PM



Post to:
Twitter

Manufacturers of all sizes need engineers, production employees, purchasing agents, HR officers, finance staff, IT managers, marketers, customer service reps, and more. [#MFGDay22](#) [#LAMFGWeek](#)

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



FRIDAY, SEPTEMBER 30 - 9:35 AM



Post to:
FACEBOOK and LinkedIn

Food manufacturing is the second largest employer in Louisiana, just over 16,000 individuals. Skills needed to be a part of the food industry are: adaptability, team work, collaboration, and critical thinking. [#MFGDay22](#) [#LAMFGWeek](#)



FRIDAY, SEPTEMBER 30 - 9:35 AM



Post to:
Twitter

Food manufacturing is the second largest employer in Louisiana, just over 16,000 individuals. Skills needed to be a part of the food industry are: adaptability, team work, collaboration, and critical thinking. [#MFGDay22](#) [#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



MONDAY, OCTOBER 3 - 11:30 AM

Post to:



FACEBOOK and LinkedIn

What skills do Machinists need? Complex problem-solving skills, mathematics, precision measuring, mechanical repair, dependability, initiative, and an eye for detail. [#MFGDay22](#) [#LAMFGWeek](#)



MONDAY, OCTOBER 3 - 11:30 AM



Post to:

Twitter

What skills do Machinists need? Complex problem-solving skills, mathematics, precision measuring, mechanical repair, dependability, initiative, and an eye for detail. [#MFGDay22](#) [#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



WEDNESDAY, OCTOBER 5 - 2:15 PM

Post to:

FACEBOOK and LinkedIn



Over the next decade, 4 million manufacturing jobs will need to be filled in the US. We're joining the movement to fill the skills gap and inspire the future workforce by hosting an [#MFGDay22](#) event! Register today: creatorswanted.org/find-events/
[#LAMFGWeek](#)

Over the next decade,

4 million

manufacturing jobs will
need to be filled in the US.



#LAMFGWeek

October 7 - 14, 2022

Learn more:
www.mepo.org/manufacturing-day

#MFGDAY22



WEDNESDAY, OCTOBER 5 - 2:15 PM



Post to:

Twitter

Over the next decade, 4 million manufacturing jobs will need to be filled in the US. We're joining the movement to fill the skills gap and inspire the future workforce by hosting an [#MFGDay22](#) event! Register today: creatorswanted.org/find-events/
[#LAMFGWeek](#)

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



FRIDAY, OCTOBER 7 - 8:30 AM

Post to:



FACEBOOK and LinkedIn

Happy Manufacturing Day! Manufacturing's biggest annual event helps inspire the next generation of creators. Join us in celebrating [#MFGDay22](#) by following along as we share events happening throughout the state today! [#LAMFGWeek](#)



FRIDAY, OCTOBER 7 - 8:30 AM



Post to:

Twitter

Happy Manufacturing Day! Manufacturing's biggest annual event helps inspire the next generation of creators. Join us in celebrating [#MFGDay22](#) by following along as we share events happening throughout the state today! [#LAMFGWeek](#)

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



MONDAY, OCTOBER 10 - 11:30 AM

Post to:



FACEBOOK and LinkedIn

There are millions of modern manufacturing jobs coming online in the next decade — opportunities to create, contribute, and connect. We'll be sharing all week to celebrate [#MFGDay22](#) and [#LAMFGWeek](#)! <https://mepol.org/manufacturing-day>



MONDAY, OCTOBER 10 - 11:30 AM



Post to:

Twitter

There are millions of modern manufacturing jobs coming online in the next decade — opportunities to create, contribute, and connect. We'll be sharing all week to celebrate [#MFGDay22](#) and [#LAMFGWeek](#)! <https://mepol.org/manufacturing-day>

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



TUESDAY , OCTOBER 11 - 9:35 AM

Post to:



FACEBOOK and LinkedIn

Since 2012, @MFGDay has helped students discover financially rewarding job opportunities. [#MFGDay22](#) [#LAMFGWeek](#)



TUESDAY, OCTOBER 11 - 9:35 AM



Post to:

Twitter

Since 2012, @MFGDay has helped students discover financially rewarding job opportunities. [#MFGDay22](#) [#LAMFGWeek](#)

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS

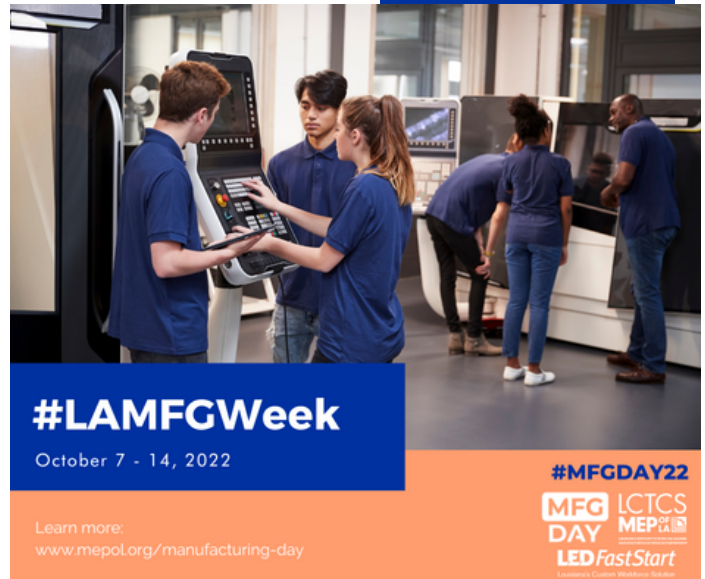


WEDNESDAY , OCTOBER 12 - 2:15 PM



Post to:
FACEBOOK and LinkedIn

Join us for our [#MFGDay22](#) events throughout the state. Learn more about the future of the industry and the exciting career opportunities it holds!



WEDNESDAY, OCTOBER 12 - 2:15 PM



Post to:
Twitter

Join us for our [#MFGDay22](#) events throughout the state. Learn more about the future of the industry and the exciting career opportunities it holds!

Host an MFG Day Event!



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



THURSDAY, OCTOBER 13 - 10:30 AM

Post to:

FACEBOOK and LinkedIn



Want to know what manufacturers can do to engage millennials in the workforce? Learn more here: <https://bit.ly/3doh9me>
#MFGDay22 #LAMFGWeek

*Bit.ly link will populate automatically on post



THURSDAY, OCTOBER 13 - 10:30 AM



Post to:

Twitter

Want to know what manufacturers can do to engage millennials in the workforce? Learn more here: <https://bit.ly/3doh9me>
#MFGDay22 #LAMFGWeek

**Host an MFG Day
Event!**



MANUFACTURING DAY 2022

SOCIAL MEDIA POSTS



FRIDAY, OCTOBER 14 - 9:35 AM

Post to:



FACEBOOK and LinkedIn

MFG Day is more than a single event. Join the conversation for the whole month of October. We encourage you to share your manufacturing story and use our hashtags, [#MFGDay22](#) and [#LAMFGWeek](#).



FRIDAY, OCTOBER 14 - 9:35 AM



Post to:

Twitter

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Host an MFG Day Event!



MANUFACTURING DAY 2022

COMPANY RESOURCES

We encourage manufacturers and institutions to distribute a press release announcing their participation in Louisiana Manufacturing Week.

 [Press Release Sample](#)
[Download Here](#) ➔

Contact Us
**PUBLIC RELATIONS &
SUPPORT TEAM**

We recommend manufacturers to send out company memos to internal staff, informing them of their participation in Louisiana Manufacturing Week.

 [Company Memo Sample](#)
[Download Here](#) ➔

Kayla Gentry
1 (225) 610-3715
[**kayla.gentry@mepol.org**](mailto:kayla.gentry@mepol.org)

Louisiana Partners - We encourage you to survey all Louisiana Manufacturing Week participants before and after events. This feedback will help us better understand our audience to increase engagement and prepare for next year's Manufacturing Week.

 [Participation Survey Sample](#)
[Download Here](#) ➔

**We are available to
help if you have any
questions about the
campaign or this media
kit.**