



**LED FastStart**

Louisiana's Custom Workforce Solution



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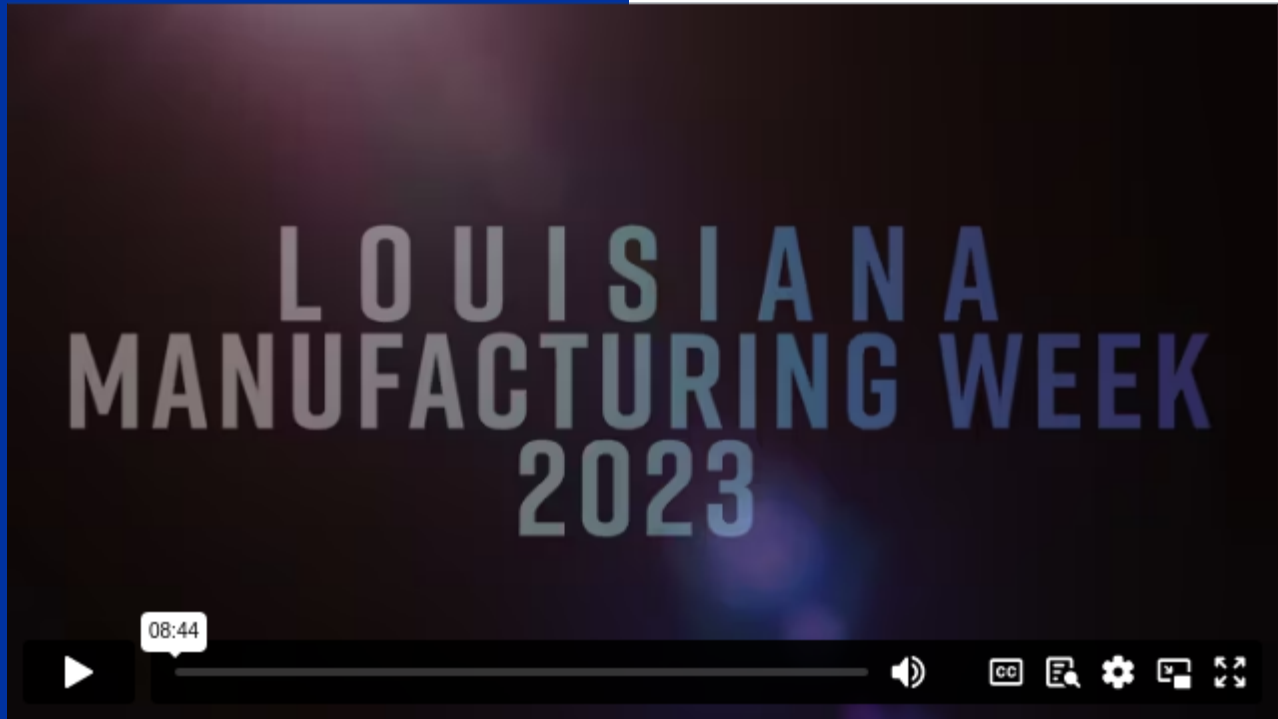


[@Manufacturing Extension Partnership of Louisiana](#)



<https://mepol.org/>

# LOUISIANA MANUFACTURING WEEK 2023 VIDEO



Powered by



Produced by

**LED FastStart**

Louisiana's Custom Workforce Solution

The Louisiana Manufacturing Week 2023 video is available to be used during the months of September and October 2023 to promote Manufacturing Week. The purpose of the video is to inform and promote local manufacturing careers. Please utilize this link to share the video on your platforms:

<https://vimeo.com/836664156>

# MANUFACTURING DAY 2023

## 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 2023

Friday, October 6

### 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 **#MFGDay23** and **#LAMfgWeek**.

Follow us at these handles!



**@MEPOL**  
**@MFGDay**  
**@NAMpage**



**@MEPLouisiana**  
**@MFGDAY**  
**@TheMFGInstitu**  
**te**  
**@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. The **2023 MFG Day Host Toolkit** can be used for ideas on participating as a host this year.

This year, the official date for MFG Day is Oct. 6, 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!

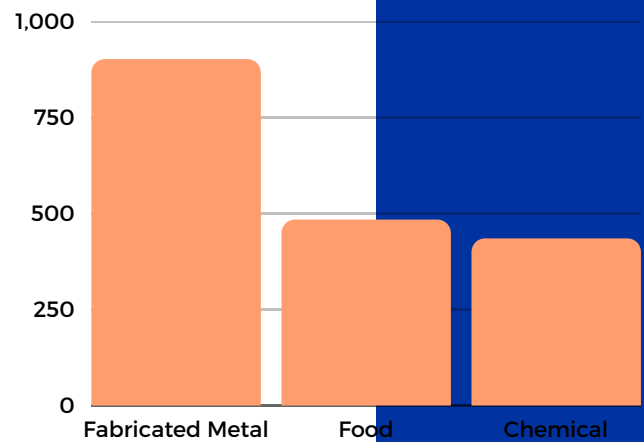
**Host an MFG Day**  
**Event!**



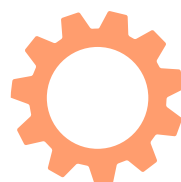
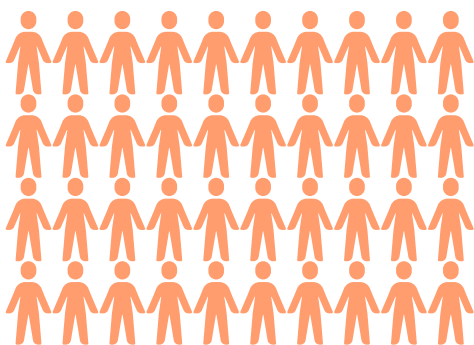
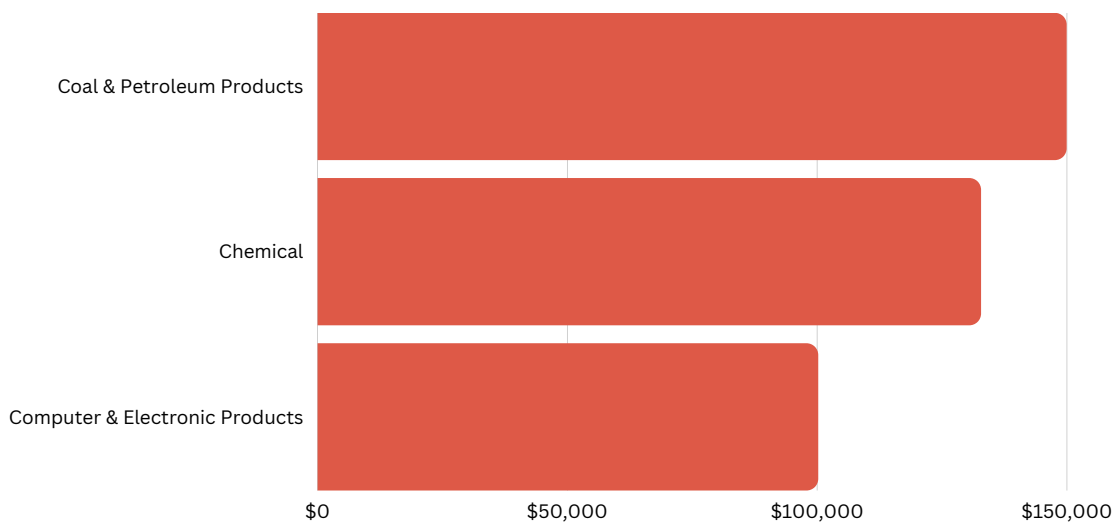


This chart is based off the most establishments in Louisiana for manufacturing jobs.

The manufacturing industry with the most establishments in LA is Fabricated Metal Product Manufacturing (NAICS 332) with 900 establishments.



The manufacturing industry with the highest average annual wages per worker in 2022 in LA was Petroleum and Coal Products Manufacturing (NAICS 324) with average annual wages per worker at \$149,867.



4,645  
Manufacturers



134,541  
Workers

In 2022, there were over 134,000 individuals employed in the manufacturing industry in the state of Louisiana.



# 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 6-21) 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 2023

## SOCIAL MEDIA POSTS



**FRIDAY, SEPTEMBER 8 - 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 1 - October 7. [#MFGDay23](#)  
[#LAMFGWeek](#)



**FRIDAY, SEPTEMBER 8 - 8:30 AM**



Post to:  
**X**

Louisiana Manufacturing Week is October 1 - October 7.  
Empower local manufacturers, schools, and students to connect!  
[#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



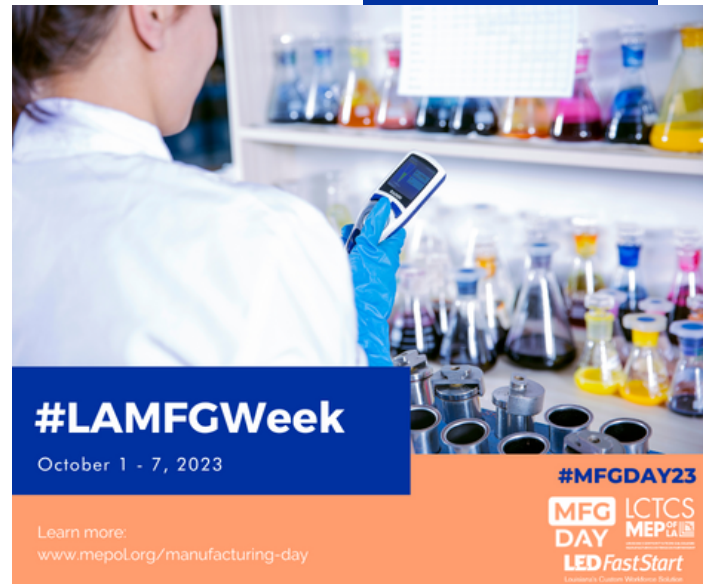
**MONDAY, SEPTEMBER 11 - 11:30 AM**

Post to:



**FACEBOOK and LinkedIn**

Chemical Manufacturing employs over 27,000 in Louisiana.  
Skills needed for a career in the chemical industry are: a natural curiosity, critical thinking, organizing, and time-management.  
[#MFGDay23](#) [#LAMFGWeek](#)



**MONDAY, SEPTEMBER 11 - 11:30 AM**



Post to:  
**X**

Chemical Manufacturing employs over 27,000 in Louisiana.  
Skills needed for a career in the chemical industry are: a natural curiosity, critical thinking, organizing, and time-management.  
[#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day Event!**





# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**WEDNESDAY, SEPTEMBER 13 - 2:15 PM**

Post to:



**FACEBOOK and LinkedIn**

Over the past 12 months, job openings in the sector have averaged nearly 828,000 and remain above pre-pandemic levels. [#MFGDay23](#) [#LAMFGWeek](#)

There were

**694,000**

manufacturing job  
openings in  
February 2023.



**#LAMFGWeek**

October 1 - 7, 2023

Learn more:  
[www.mepol.org/manufacturing-day](http://www.mepol.org/manufacturing-day)

**#MFGDAY23**



Post to:

**X**

Over the past 12 months, job openings in the sector have averaged nearly 828,000 and remain above pre-pandemic levels. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**FRIDAY, SEPTEMBER 15 - 9:35 AM**

Post to:



**FACEBOOK and LinkedIn**

Louisiana is home to 4,645 manufacturers, employing 134,541 workers with leading companies like DOW Chemical, Oceaneering Intl., Stuller, and BASF Corp. [#MFGDay23](#)  
[#LAMFGWeek](#)



**FRIDAY, SEPTEMBER 15 - 9:35 AM**



Post to:

**X**

Louisiana is home to 4,645 manufacturers, employing 134,541 workers with leading companies like DOW Chemical, Oceaneering Intl., Stuller, and BASF Corp. [#MFGDay23](#)  
[#LAMFGWeek](#)

**Host an MFG Day Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**MONDAY, SEPTEMBER 18 - 11:30 AM**

Post to:

**FACEBOOK and LinkedIn**



The manufacturing sector employed nearly 13 million workers in March 2023. [#MFGDay23](#) [#LAMFGWeek](#)

Manufacturing  
employees earned

**\$95,990**

on average in 2021,  
including pay and benefits.



**#LAMFGWeek**

October 1 - 7, 2023

Learn more:  
[www.mepol.org/manufacturing-day](http://www.mepol.org/manufacturing-day)

**#MFGDAY23**



**MONDAY, SEPTEMBER 18 - 11:30 AM**

Post to:

**X**



The manufacturing sector employed nearly 13 million workers in March 2023. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day  
Event!**





# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**WEDNESDAY, SEPTEMBER 20 - 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. [#MFGDay23](#) [#LAMFGWeek](#)

In 2022,  
manufacturing ranked  
**6th in**  
**Louisiana**  
in individual employment.



**#LAMFGWeek**

October 1 - 7, 2023

Learn more:  
[www.mepol.org/manufacturing-day](http://www.mepol.org/manufacturing-day)

**#MFGDAY23**  
**MFG DAY** LCTCS  
MEP of LA  
**LED FastStart**  
Louisiana Economic Development

**WEDNESDAY, SEPTEMBER 20 - 2:15 PM**



Post to:  
**X**

Manufacturers of all sizes need engineers, production employees, purchasing agents, HR officers, finance staff, IT managers, marketers, customer service reps, and more. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**FRIDAY, SEPTEMBER 22 - 9:35 AM**

Post to:



**FACEBOOK and LinkedIn**

Food manufacturing is the third largest employer in Louisiana, just over 16,700 individuals. Skills needed to be a part of the food industry are: adaptability, team work, collaboration, and critical thinking. [#MFGDay23](#) [#LAMFGWeek](#)



**FRIDAY, SEPTEMBER 22 - 9:35 AM**



Post to:

**X**

Food manufacturing is the third largest employer in Louisiana, just over 16,700 individuals. Skills needed to be a part of the food industry are: adaptability, team work, collaboration, and critical thinking. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**MONDAY, SEPTEMBER 25 - 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. [#MFGDay23](#) [#LAMFGWeek](#)



**MONDAY, SEPTEMBER 25 - 11:30 AM**



Post to:

**X**

What skills do Machinists need? Complex problem-solving skills, mathematics, precision measuring, mechanical repair, dependability, initiative, and an eye for detail. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day Event!**





# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**WEDNESDAY, SEPTEMBER 27 - 2:15 PM**

Post to:



**FACEBOOK and LinkedIn**

In 2019, there were 243,687 firms in the manufacturing sector, with all but 4,036 firms considered to be small (i.e., having fewer than 500 employees). [#MFGDay23](#) [#LAMFGWeek](#)



Post to:

**X**

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 [#MFGDay23](#) and [#LAMFGWeek](#)!

**Host an MFG Day Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**FRIDAY, SEPTEMBER 29 - 9:35 AM**

Post to:



**FACEBOOK and LinkedIn**

Over the next decade, 4 million manufacturing jobs will likely be needed. We're joining the movement to fill the skills gap and inspire the future workforce by hosting an [#MFGDay23](#) event! Register today: [creatorswanted.org/find-events/](https://creatorswanted.org/find-events/) [#LAMFGWeek](#)

By 2030,

**4 million**

manufacturing jobs will  
need to be filled in the US.



**#LAMFGWeek**

October 1-7, 2023

Learn more:  
[www.mepol.org/manufacturing-day](http://www.mepol.org/manufacturing-day)

**#MFGDAY23**

**MFG DAY** LCTCS  
MEP OF LA

**LED FastStart**  
Louisiana's Custom Machine Shop

**FRIDAY, SEPTEMBER 29 - 9:35 AM**



Post to:

**X**

Over the next decade, 4 million manufacturing jobs will likely be needed. We're joining the movement to fill the skills gap and inspire the future workforce by hosting an [#MFGDay23](#) event! Register today: [creatorswanted.org/find-events/](https://creatorswanted.org/find-events/) [#LAMFGWeek](#)

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**MONDAY, OCTOBER 2 - 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 **#MFGDay23** and **#LAMFGWeek**! <https://mepol.org/manufacturing-day>.



**MONDAY, OCTOBER 2 - 11:30 AM**



Post to:



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 **#MFGDay23** and **#LAMFGWeek**! <https://mepol.org/manufacturing-day>.

**Host an MFG Day Event!**





# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**TUESDAY , OCTOBER 3 - 9:35 AM**

Post to:

**FACEBOOK and LinkedIn**



Since 2012, @MFGDay has helped students discover financially rewarding job opportunities. [#MFGDay23](#) [#LAMFGWeek](#)



**TUESDAY, OCTOBER 3 - 9:35 AM**



Post to:

**X**

Since 2012, @MFGDay has helped students discover financially rewarding job opportunities. [#MFGDay23](#) [#LAMFGWeek](#)

**Host an MFG Day Event!**



# MANUFACTURING DAY 2022

## SOCIAL MEDIA POSTS



**WEDNESDAY , OCTOBER 4 - 2:15 PM**

Post to:

**FACEBOOK and LinkedIn**



Join us for our [#MFGDay23](#) events throughout the state. Learn more about the future of the industry and the exciting career opportunities it holds!



**WEDNESDAY, OCTOBER 4 - 2:15 PM**



Post to:

**X**

Join us for our [#MFGDay23](#) 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 2023

## SOCIAL MEDIA POSTS



**THURSDAY, OCTOBER 5 - 10:30 AM**

Post to:

**FACEBOOK and LinkedIn**



Want to know more about MFG Day 2023? Learn more here:

<https://youtu.be/fhVPrdO4jUs> #MFGDay23 #LAMFGWeek

\*YouTube link will populate automatically on post



**THURSDAY, OCTOBER 5 - 10:30 AM**



Post to:

**X**

Want to know more about MFG Day 2023? Learn more here:

<https://youtu.be/fhVPrdO4jUs> #MFGDay23 #LAMFGWeek

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



**FRIDAY, OCTOBER 6 - 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 [#MFGDay23](#) by following along as we share events happening throughout the state today! [#LAMFGWeek](#)



**FRIDAY, OCTOBER 6 - 8:30 AM**



Post to:  
**X**

Happy Manufacturing Day! Manufacturing's biggest annual event helps inspire the next generation of creators. Join us in celebrating [#MFGDay23](#) by following along as we share events happening throughout the state today! [#LAMFGWeek](#)

**Host an MFG Day  
Event!**



# MANUFACTURING DAY 2023

## SOCIAL MEDIA POSTS



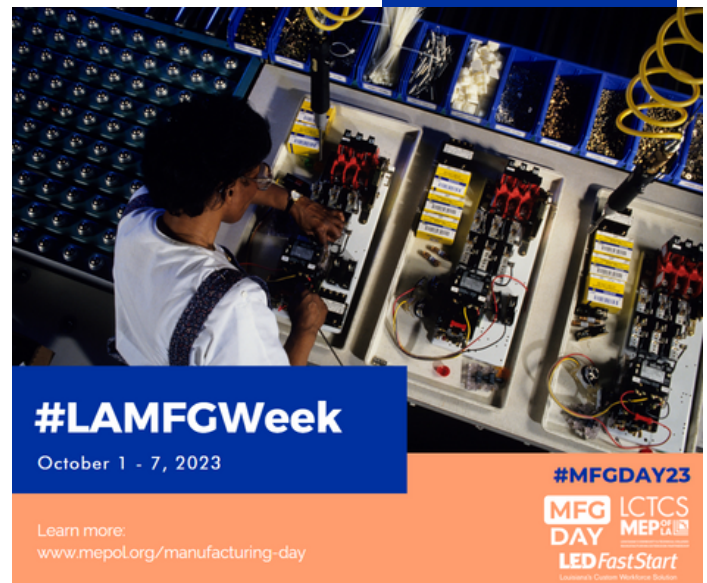
**MONDAY, OCTOBER 9 - 9:35 AM**

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, [#MFGDay23](#) and [#LAMFGWeek](#).



**MONDAY, OCTOBER 9 - 9:35 AM**



Post to:

**X**

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, [#MFGDay23](#) and [#LAMFGWeek](#).

**Host an MFG Day Event!**





# MANUFACTURING DAY 2023

## 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.**

# MANUFACTURING DAY 2023 STUDENT SURVEY

Companies and Partners: We encourage manufacturers and institutions to distribute the 2023 MFG Day Student Survey Card to gather information from participants during Louisiana Manufacturing Week 2023. The two cards consist of a single print and a 6-up to be printed and cut to save paper, if needed. The QR Code is for ease of use during events and tours.

[Student Survey Single Print](#)  
[Download Here](#) ➔

[Student Survey 6-Up](#)  
[Download Here](#) ➔

