



Texas Reskilling & Upskilling through Education - Texas Tribune Joint Op-ed Social Media Toolkit

OVERVIEW

Community colleges have been instrumental in supporting our state's response to the COVID-19 pandemic, during a time when many Texans have become unemployed, and the workforce skills gap has widened.

The Texas Reskilling & Upskilling through Education (TRUE) initiative will help our economy recover as we connect community colleges with employers to strengthen the Texas workforce, align education with business needs, and accelerate economic recovery.

We are providing the below sample social media posts that can be used on your respective Facebook, LinkedIn and Twitter pages to share this impactful op-ed about this initiative in Texas.

We invite you to post this content and tag the Texas Association of Community Colleges (TACC).

Link to Op-ed: <https://www.texastribune.org/paid-post/stronger-economy-reskill-and-upskill-texas-workforce/>

PROFILES AND HASHTAGS

Below are the social media handles for TACC. Please make sure to tag TACC to ensure this effort's social media engagement is connected and amplified across all channels.

TEXAS ASSOCIATION OF COMMUNITY COLLEGES

- Texas Association of Community Colleges - LinkedIn
- @TACC_News - Twitter

HASHTAGS

- #TRUE_TX
- #Reskill2RestartTX
- #txlege

FACEBOOK/LINKEDIN

- The global pandemic magnified challenges within our workforce and economy, and we must address these challenges to build a better future for our state. We are proud to partner with the Texas Association of Community Colleges <tag> TRUE (Texas Reskilling & Upskilling through Education) Initiative to strengthen the Texas economy. <https://bit.ly/32Xh54o>
- "It is time to take bold, purposeful action to strengthen our workforce, support employers, and help our communities build a stronger economic recovery." Woody Hunt, Chairman of Hunt Companies, and Jacob Faire, CEO of the Texas Association of Community Colleges <tag> highlight the importance of strengthening our state's workforce through the Texas Reskilling & Upskilling through Education initiative. Read their op-ed here: <https://bit.ly/32Xh54o>

- Our state's economic recovery depends on our workforce and we want to make sure we prepare individuals with high-quality education and training. The Texas Association of Community Colleges <tag> new TRUE (Texas Reskilling & Upskilling through Education) Initiative will help community colleges like ours connect with employers, align education with business needs, and accelerate our economic recovery. <https://bit.ly/32Xh54o>

TWITTER

- The @TACC_News #TRUE_TX initiative will help community colleges like ours strengthen our relationships with employers to create a well-prepared workforce and stronger TX economy. <https://bit.ly/32Xh54o>
- As our economy recovers from a global crisis, community college leaders are working with employers to strengthen the Texas workforce, align education with business needs, and accelerate the economic recovery. Read how: <https://bit.ly/32Xh54o> @TACC_News
- Preparing tomorrow's workforce is crucial for our state's economic recovery. We are proud to launch the Texas Reskilling & Upskilling through Education Initiative with @TACC_News. Read more: <https://bit.ly/32Xh54o>

