March 2020 Workforce Communications Toolkit
Topic: The Workforce Development System’s COVID-19 Response

What: This toolkit is meant as a guide to be used by the workforce development community to raise awareness of the workforce development system and priorities among state and federal lawmakers, thought leaders, and the general public. March’s theme is the response to COVID-19 among the workforce development community. In light of the ongoing crisis, we want to use this month’s communications toolkit to highlight the important work you are doing to continue to serve customers and businesses during these challenging times.

As important legislation is being drafted to provide relief measures, we want to draw attention to the role the workforce development system is playing and the importance of keeping our priorities top of mind for policymakers.

Please share best practices from your WDB or organization on how you are adapting and responding during the COVID-19 outbreak to continue to serve your community.

Why: With our groups joining forces to focus on one issue/topic each month, we hope to raise the collective voice of workforce development and capitalize on amplification by sharing/re-tweeting each other’s posts.

How: We have provided a guide below with sample posts and a Letter to the Editor template, as well as a hashtag to be used with each post. Please use the hashtag, as it is important for tracking metrics and measuring the impact of these efforts. Please also be sure to re-tweet each other’s content!

When: To maximize the collective impact of our voices, please use these posts on WEDNESDAY, MARCH 25, 2020.

Hashtags: #Voicesofwkdev, @Workforceinvest

Sample Tweets/Facebook Posts:

1. In these challenging times, we continue to serve our community’s businesses and workers by [INSERT EXAMPLE/BEST PRACTICE]. #Voicesofwkdev

2. We’re working hard to continue to serve our community in [CITY/STATE] with training, upskilling, and relevant resources during the ongoing public health emergency. [INSERT BRIEF EXAMPLE]. #Voicesofwkdev

3. #COVID19 won’t stop the important work we’re doing to for businesses and workers in our community. We’re adapting to the current situation by [INSERT EXAMPLE]. #Voicesofwkdev
Letter to the Editor (LTE):
An effective way to gain visibility on an issue is to submit a Letter to the Editor (LTE) at your local newspaper. Opinion pages are some of the most widely read pages in the newspaper and because so many people, elected officials included, read the opinion section, LTEs are a great way to get media coverage.

Below, we have provided instructions for writing and submitting an LTE to your local news outlet.

Instructions on writing the LTE:
- Keep it short (150-250 words)
- Introduce the issue and why you are writing about it
- Make it your own – provide examples and facts on local impact
- Name names – if you are trying to influence a local decision maker or policymaker, be sure to include their name in your letter
- Include a story if possible – a success story of someone whose life changed with the help of your workforce board

Instructions on submitting your LTE:
- Visit the website of your local newspaper
- Look up the editorial section editor – record email/phone number
- E-mail in submission, subject: LTE on workforce development
  - Check if there is a word limit for submissions – edit LTE accordingly
  - Letters must include your name, official title at your workforce board, address, and phone number
- Call the editorial office of said paper to follow up