



Mission Tomorrow Social Media Engagement for Schools 2017



Overview

We are excited to partner with your participating school district in helping the youth of our communities to take their first steps towards exploring their future career opportunities as the workforce of tomorrow!

In order to generate community awareness, and to attract additional participating exhibitors and volunteers ahead of the event, we ask for your school system to join us in our social media campaign to help create increased excitement and anticipation for the event taking place November 1-2, 2017, at the Richmond Raceway.

We see social media engagement as a great way to educate students and their families about the opportunities that *Mission Tomorrow* will provide for them and to better prepare students for the event itself. Through participating in and sharing our provided social media prompts and messages within your school district's social media networks, newsletters, and internal media, you can play a greater role in achieving our shared goal of inspiring the youth of our communities to take the first steps towards their careers of tomorrow.

#InspireRVA

The cornerstone of our social media campaign is the hashtag, **#InspireRVA**. We ask that all social media posts related to *Mission Tomorrow* and your school district's participation in the event include this hashtag, so that we can build community awareness of the core mission and goal of *Mission Tomorrow* to inspire the youth of our communities to think proactively about their interests in future careers. The **#InspireRVA** hashtag will also serve as an effective tool for teachers, students, and families to find additional media and posts about the event from exhibitors and community members, who will be engaging in our social media campaign to share messages of inspiration with students and the broader community.

Sample Post:



ChamberRVA
@ChamberRVA



#InspireRVA

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Social Media Campaign

This year's *Mission Tomorrow* social media campaign is designed to be a four phased campaign, with each social media phase focused on achieving our specific goals of **recruitment, inspiration, anticipation, and interaction** with the community. For each phase we have provided suggested prompts and interactions which school districts, individual schools, and teachers can utilize to aid in achieving our common goals and to further inspire the students for the event itself, as well as raise community awareness. You will find illustrative examples of sample social media posts below, that correspond with each phase, and we encourage their use as templates and suggested language for your social media postings related to *Mission Tomorrow*.

Recruitment: September 25th - October 31st, 2017

We ask participating school districts to join us in our efforts to recruit additional volunteers and exhibitors by helping to raise awareness through using social media channels, newsletters, and internal media to notify staff, students, and parents of *Mission Tomorrow* and the participation opportunities that exist for them to become involved in this exciting community event. The following links are available to connect your network with the volunteering and exhibiting opportunities that are open at *Mission Tomorrow*:

Volunteers:

<http://www.chamberrva.com/programs/mission-tomorrow/#1475700970537-b4222922-5a17>

<http://tinyurl.com/MissionTomorrowVolunteer>

Exhibitors:

<http://www.chamberrva.com/programs/mission-tomorrow/#1470101317983-b3e945d2-d7e3>

<http://tinyurl.com/MissionTomorrowExhibitor>

Sample Social Media Posts and Suggested Language:



Excited to partner with @ChamberRVA for Mission Tomorrow, because children are a community's most valuable resource!
#InspireRVA #MissionTomorrowRVA

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Help us to #InspireRVA, by becoming a volunteer at this year's Mission Tomorrow!
<http://tinyurl.com/MissionTomorrowVolun>
#MissionTomorrowRVA #ChamberRVA

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Inspiration: October 9th - October 31st, 2017

The *Mission Tomorrow* social media team will be asking volunteers, employers, and other individuals to use the **#InspireRVA** hashtag to engage the community in spreading inspirational messages designed to help highlight the passion they have for their careers and to inform students about what makes their professions rewarding and interesting. Schools, teachers, and parents can utilize these posts to further stimulate student's evaluations about their future career interests ahead of the event. We encourage teachers, staff, and parents to also participate, invite others to do so, and to get creative!

Sample Social Media Posts and Suggested Language:



Michael Chang
@DRMike



I love my career @VCUHEALTH because helping people is my passion #InspireRVA #MissionTomorrowRVA

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Rosa Cruz
@OfficerRosa



I'm passionate about my job @HenricoPD because I love serving my community! #InspireRVA #MissionTomorrowRVA

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Sarah Jones
@SJones89



I love working as a teacher because I believe that children are the future! #InspireRVA #MissionTomorrowRVA

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Stephen Miller
@Smillertech



I enjoy my career in technology because I love being on the cutting edge! #InspireRVA #MissionTomorrowRVA #ChamberRVA

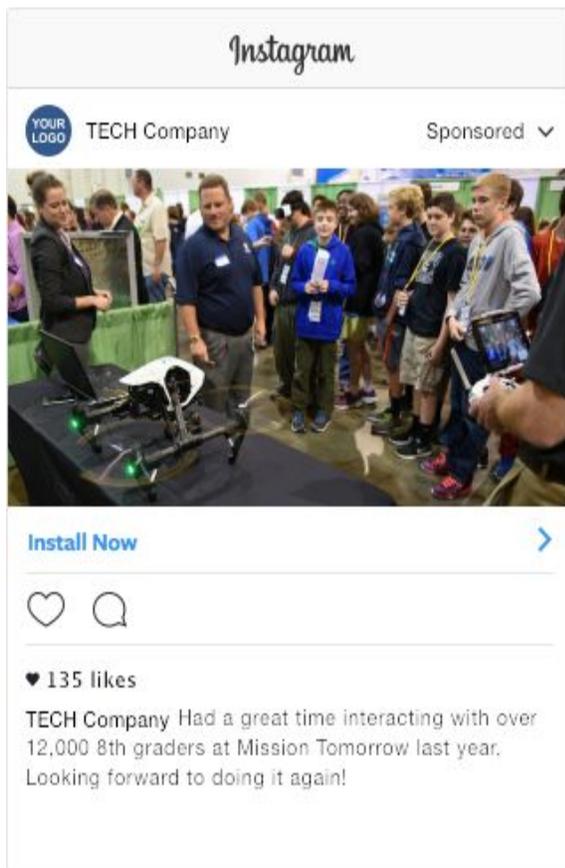
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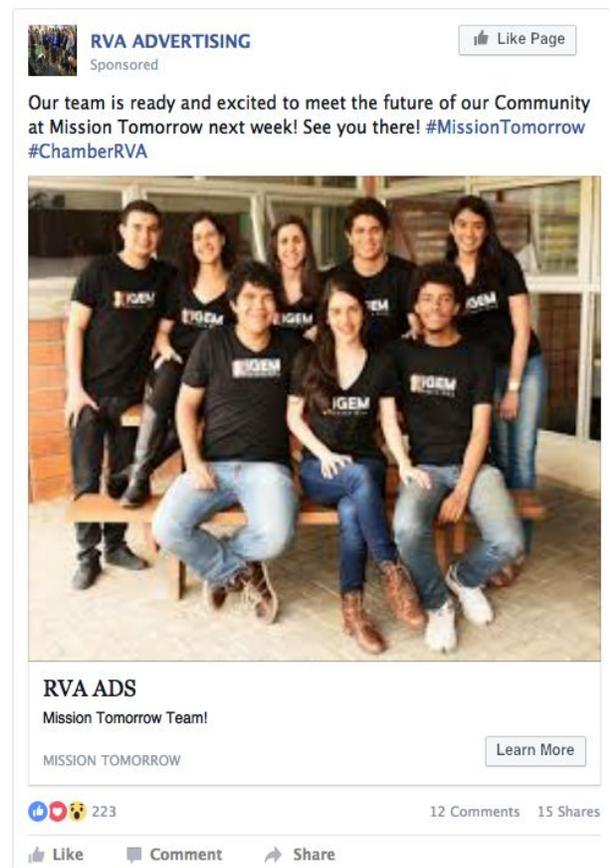
Anticipation: October 16th - October 31st, 2017

The *Mission Tomorrow* social media team will be encouraging participants to share messages on social media in the weeks leading up to *Mission Tomorrow* about the work they and their teams are putting into the event, and we encourage teachers to share these posts and the visual media and video content *Mission Tomorrow* has available with students to generate further anticipation and to help them better understand what to expect of their upcoming trip to the Richmond Raceway for *Mission Tomorrow*.

Sample Social Media Posts:



An Instagram post from 'TECH Company' showing a group of people at an event. The post includes a 'Sponsored' label, a heart icon, a comment icon, and 135 likes. The caption reads: 'TECH Company Had a great time interacting with over 12,000 8th graders at Mission Tomorrow last year. Looking forward to doing it again!'



A Facebook post from 'RVA ADVERTISING' featuring a group photo of the 'Mission Tomorrow Team' wearing 'IGEM' t-shirts. The post includes a 'Sponsored' label, a 'Like Page' button, and the text: 'Our team is ready and excited to meet the future of our Community at Mission Tomorrow next week! See you there! #MissionTomorrow #ChamberRVA'. Below the photo is a 'Learn More' button and engagement statistics: 223 reactions, 12 comments, and 15 shares.

Video Link:

https://www.youtube.com/watch?list=PLuRkv_YooCTaLYI6a_mCOo0S7-VrHioIG&v=ayUh2agr3T8

Image Gallery:

<https://www.flickr.com/photos/vccs/albums/72157674619554931/with/30648223111/>

Interaction: November 1st - 2nd, 2017

On the day of the event we ask schools, teachers, and other participants to highlight the importance of this awareness event and their appreciation and gratitude for the businesses and volunteers dedicating their time and resources to put on *Mission Tomorrow* for the children of our community, through their social media channels. *Mission Tomorrow* and ChamberRVA will be documenting live coverage of the event, as well as providing outlets for students to participate in that documentation by sharing their reflections on their experiences, their appreciation for the businesses they have interacted with, and the ways in which *Mission Tomorrow* has inspired them to think about their future careers.

Sample Social Media Posts:

 **ChamberRVA**
@ChamberRVA  

"I liked learning about nursing, because I want to grow up to help people!" Katrina Brown, MLK Middle student [#InspireRVA](#) [#MissionTomorrowRVA](#)

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 **ChamberRVA**
@ChamberRVA  

"Thank you to the fire fighters for showing us how they keep our city safe!" Dylan Ramirez, Manchester Middle student [#InspireRVA](#) [#MissionTomorrowRVA](#)

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Instagram

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♥ 135 likes

ChamberRVA Baily Bridge Middle School Students learning about a career in broadcast journalism thanks to the volunteers from CBS6! #M ... more