**Innovation in Automotive Training**

**Career Exploration promotional social media template copy**

**LinkedIn template copy**

**Important note:** Please **use the appropriate hyperlink for the designated social media platform only**. Do not use a hyperlink meant for another platform.

We recommend tagging the colleges, Plug N’ Drive and AIA Canada in your social media posts promoting the Innovation in Automotive Training program. Here below is a list to their LinkedIn business profiles:

* AIA Canada: <https://www.linkedin.com/company/aia-canada/>
* Conestoga College: <https://www.linkedin.com/school/conestoga-college/>
* Fanshawe College: <https://www.linkedin.com/school/fanshawe-college/>
* St. Lawrence College: <https://www.linkedin.com/school/st--lawrence-college/>
* Plug N’ Drive: <https://www.linkedin.com/company/plug'n-drive/>

|  |  |  |
| --- | --- | --- |
| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **LinkedIn** | 🎓 🔧It has never been a better time to join the #automotive trades. Explore career options through FREE exploratory training in #autocare — Take charge of your career, sign up today: [Insert destination link here]  Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus  Join a rewarding career path today!  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****linkedin****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=linkedin&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **LinkedIn** | ❗🔧 Are you interested in a career in the #automotiveindustry ? Explore career options through FREE exploratory training in #autocare: [Insert destination link here]  Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus  Join a rewarding career path today!  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****linkedin****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=linkedin&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **LinkedIn** | 📢🔧 FREE Career Exploration training program in #autocare — Space is limited. Sign up today: [Insert destination link here]    Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus    Join a rewarding career path today!    #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****linkedin****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=linkedin&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |

**X (formerly)Twitter template copy**

**Important note:** Please **use the appropriate hyperlink for the designated social media platform only**. Do not use a hyperlink meant for another platform.

We recommend tagging the colleges, Plug N’ Drive and AIA Canada in your social media posts promoting the Innovation in Automotive Training program. Here below is a list to their X (formerly Twitter) business profiles:

* AIA Canada: [@AIAofCanada](https://twitter.com/AIAofCanada)
* Conestoga College: [@ConestogaC](https://twitter.com/ConestogaC)
* Fanshawe College: [@fanshawecollege](https://twitter.com/fanshawecollege)
* St. Lawrence College: [@whatsinsideslc](https://twitter.com/whatsinsideslc)
* Plug N’ Drive: [@plugn\_drive](https://twitter.com/plugn_drive)

|  |  |  |
| --- | --- | --- |
| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **X (formerly Twitter)** | 🎓 🔧It has never been a better time to join the #automotive trades. Explore career options through FREE exploratory training in #autocare — Take charge of your career, sign up today: [Insert destination link here]  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****twitter****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=twitter&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **X (formerly Twitter)** | ❗🔧 Are you a jobseeker looking to explore the #automotiveindustry through FREE exploratory training in #autocare?    Sign up to the Career Exploration training today: [Insert destination link here]  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****twitter****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=twitter&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **X (formerly Twitter)** | 📢🔧 FREE Career Exploration training in #autocare — Space is limited. Sign up today: [Insert destination link here]    Join a rewarding career path today!    #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****twitter****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=twitter&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |

**Facebook template copy**

**Important note:** Please **use the appropriate hyperlink for the designated social media platform only**. Do not use a hyperlink meant for another platform.

We recommend tagging the colleges, Plug N’ Drive and AIA Canada in your social media posts promoting the Innovation in Automotive Training program. Here below is a list to their Facebook business profiles:

* AIA Canada: <https://www.facebook.com/AIAofCanada>
* Conestoga College: <https://www.facebook.com/ConestogaCollege>
* Fanshawe College: <https://www.facebook.com/FanshaweCollege>
* St. Lawrence College: <https://www.facebook.com/stlawrencecollege.ca>
* Plug N’ Drive: <https://www.facebook.com/PlugNDrive>

|  |  |  |
| --- | --- | --- |
| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **Facebook** | 🎓 🔧It has never been a better time to join the #automotive trades. Explore career options through FREE exploratory training in #autocare — Take charge of your career, sign up today: [Insert destination link here]  Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus  Join a rewarding career path today!  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****facebook****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=facebook&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **Facebook** | ❗🔧 Are you interested in a career in the #automotiveindustry ? Explore career options through FREE exploratory training in #autocare: [Insert destination link here]  Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus  Join a rewarding career path today!  #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****facebook****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=facebook&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |
| **Facebook** | 📢🔧 FREE Career Exploration training program in #autocare — Space is limited. Sign up today: [Insert destination link here]    Train through hands-on in-class experience, using state-of-the-art equipment, at the campus of your choice:  • Conestoga College, Guelph campus  • Fanshawe College, London campus  • St. Lawrence College, Cornwall campus    Join a rewarding career path today!    #AutomotiveAftermarket #AutoRepair #AutoCare | [*https://www.aiacanada.com/innovation-in-automotive-training/?utm\_source=****facebook****&utm\_medium=social&utm\_campaign=evtraining&utm\_content=en\_organic\_post*](https://www.aiacanada.com/innovation-in-automotive-training/?utm_source=facebook&utm_medium=social&utm_campaign=evtraining&utm_content=en_organic_post) |