**Innovation in Automotive Training**

**EV Up-skilling 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/>

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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **LinkedIn** | 📢🔧 FREE #EV up-skilling program — 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  Take charge of your career with an up-skilling course on #ElectricVehicle repairs and maintenance, tailor made for licensed automotive industry tradespeople living and working in Ontario.  #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** | 🚗🔋 #EVs are an ever-growing facet within the future of the #autocare industry. Looking to be ahead of the curve?  ❗ Sign up to our #EV Up-skilling program — 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  Take charge of your career with an up-skilling course on #ElectricVehicle repairs and maintenance, tailor made for licensed automotive industry tradespeople living and working in Ontario.  #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 a current licensed #automotive technician or senior level apprentice employee looking to up-skill #EV competencies?  ❗ Sign up to our #EV up-skilling program — 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  Take charge of your career with an up-skilling course on #ElectricVehicle repairs and maintenance, tailor made for automotive industry tradespeople living and working in Ontario.  #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**

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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)

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| **X (formerly Twitter)** | 📢🔧 FREE #EV up-skilling program — Space is limited. Sign up today: [Insert destination link here]  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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)** | 🚗🔋 #EVs are an ever-growing facet within the future of the #autocare industry. Looking to be ahead of the curve?    ❗ Sign up to our #EV up-skilling program — Space is limited: [Insert destination link here]    #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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) |
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**Facebook template copy**

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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>

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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **Facebook** | 📢🔧 FREE #EV up-skilling program — 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  Take charge of your career with an up-skilling course on #ElectricVehicle repairs and maintenance, tailor made for licensed automotive industry tradespeople living and working in Ontario.  #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** | 🚗🔋 #EVs are an ever-growing facet within the future of the #autocare industry. Looking to be ahead of the curve?  ❗ Sign up to our #EV Up-skilling program — 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  Take charge of your career with an up-skilling course on #ElectricVehicle repairs and maintenance, tailor made for licensed automotive industry tradespeople living and working in Ontario.  #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) |
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