**Innovation in Automotive Training**

**General program 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** | 📢🔧 Innovation in #Automotive Training — Take charge of your career, sign up today: [Insert destination link here]  AIA Canada has joined forces with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive to offer FREE training programs to develop new expertise and skills in the auto care industry.  🎓 Programs:  • Career Exploration training  • Electric Vehicle (EV) Up-skilling training  • Advanced driver assistance system (ADAS) training  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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 #Automotive Training — Take charge of your career, sign up today: [Insert destination link here]  AIA Canada has joined forces with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive to offer FREE training programs to develop new expertise and skills in the auto care industry.  🎓 Programs:  • Career Exploration training  • Electric Vehicle (EV) Up-skilling training  • Advanced driver assistance system (ADAS) training  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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** | 📢🔧 Interested in free training within the #automotive industry? — Take charge of your career, sign up today: [Insert destination link here]  AIA Canada has joined forces with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive to offer FREE training programs to develop new expertise and skills in the auto care industry.  🎓 Programs:  • Career Exploration training  • Electric Vehicle (EV) Up-skilling training  • Advanced driver assistance system (ADAS) training  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **X (formerly Twitter)** | 📢🔧 Innovation in #Automotive Training — Take charge of your career, 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)** | 📢🔧 Free #Automotive Training — Take charge of your career, 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) |
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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** | 📢🔧 Innovation in #Automotive Training — Take charge of your career, sign up today: [Insert destination link here]  AIA Canada has joined forces with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive to offer FREE training programs to develop new expertise and skills in the auto care industry.  🎓 Programs:  • Career Exploration training  • Electric Vehicle (EV) Up-skilling training  • Advanced driver assistance system (ADAS) training  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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 #Automotive Training — Take charge of your career, sign up today: [Insert destination link here]  AIA Canada has joined forces with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive to offer FREE training programs to develop new expertise and skills in the auto care industry.  🎓 Programs:  • Career Exploration training  • Electric Vehicle (EV) Up-skilling training  • Advanced driver assistance system (ADAS) training  #AutomotiveAftermarket #AutoRepair #AutoCare #ElectricVehicle | [*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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