**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, AIA Canada and the Ontario Ministry of Labour, Immigration, Training and Skills Development 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/>
* Mohawk College: <https://www.linkedin.com/school/mohawkcollege/>
* St. Lawrence College: <https://www.linkedin.com/school/st--lawrence-college/>
* Plug N’ Drive: <https://www.linkedin.com/company/plug'n-drive/>
* Ontario Ministry of Labour, Immigration, Training and Skills Development: <https://www.linkedin.com/company/ontario-ministry-of-labour/>

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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **LinkedIn** | 🎓 Advanced driver assistance system (ADAS) training program— 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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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?  Take charge of your career, sign up today for the Advanced driver assistance system (ADAS) training: [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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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 up-skilling course — Advanced driver assistance system (ADAS) training 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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.    #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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, AIA Canada and the Ontario Ministry of Labour, Immigration, Training and Skills Development 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)
* Mohawk College: [@mohawkcollege](https://twitter.com/mohawkcollege)
* St. Lawrence College: [@whatsinsideslc](https://twitter.com/whatsinsideslc)
* Plug N’ Drive: [@plugn\_drive](https://twitter.com/plugn_drive)
* Ontario Ministry of Labour, Immigration, Training and Skills Development: [@ONTatwork](https://twitter.com/ONTatwork)

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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **X (formerly Twitter)** | 🎓 Advanced driver assistance system (ADAS) training program— Take charge of your career, sign up today: [Insert destination link here]  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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 current licensed automotive technician or senior level apprentice?  Take charge of your career, sign up today for the ADAS training program: [Insert destination link here]  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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, AIA Canada and the Ontario Ministry of Labour, Immigration, Training and Skills Development 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>
* Mohawk College: <https://www.facebook.com/mohawkcollege>
* St. Lawrence College: <https://www.facebook.com/stlawrencecollege.ca>
* Plug N’ Drive: <https://www.facebook.com/PlugNDrive>
* Ontario Ministry of Labour, Immigration, Training and Skills Development: <https://www.facebook.com/OntarioAtWork/>

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| **Social media platform** | **Template copy** | **Tracked destination link**  *(Note: we recommend you shorten the link)* |
| **Facebook** | 🎓 Advanced driver assistance system (ADAS) training program— 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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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 a current licensed automotive technician or senior level apprentice?  Take charge of your career, sign up today for the Advanced driver assistance system (ADAS) training: [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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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 up-skilling course — Advanced driver assistance system (ADAS) training 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  • Mohawk College, Stoney Creek Campus  • St. Lawrence College, Cornwall Campus  This Employment Ontario program is funded in part by the Government of Canada and the  Government of Ontario.  #AutomotiveAftermarket #AutoRepair #AutoCare #ONjobs | [*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) |