**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** | 🎓 🔧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  • Mohawk College, Fennell Campus  • St. Lawrence College, Cornwall Campus  Join a rewarding career path today!  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 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  • Mohawk College, Fennell Campus  • St. Lawrence College, Cornwall Campus  Join a rewarding career path today!  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 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  • Mohawk College, Fennell Campus  • St. Lawrence College, Cornwall Campus    Join a rewarding career path today!  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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| **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 #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 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 #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)** | 📢🔧 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 #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) |

**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>
* Mohawk College: <https://www.facebook.com/mohawkcollege>
* Fanshawe College: <https://www.facebook.com/FanshaweCollege>
* 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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