

Skills Ontario

Partner Portal - Social Media Guide



Skills Ontario is thrilled to provide its partners with the following campaign tool kit to support their marketing efforts and share the news about their generous support of our organization!

Through this document or within the partner portal folder, you will find:

- Editable social media graphics templates with spots for your name and logo
- Complete static images with Skills Ontario branding for quick posting
- Social media post copy suggestions

Partners are welcome to adopt these resources and use the **#ProudSkillsPartner** hashtag at any time they'd like. The goal of this activity is to give you a chance to demonstrate your support for a charity organization and your dedication to empowering young people to pursue skilled trade and technology careers!

Please feel free to implement any materials and items within the partner profile and reach out to us if you have any questions! Skills Ontario is on Facebook, Twitter, Instagram, LinkedIn, YouTube, and TikTok!

Sample social media post copy

We aim to set up our future leaders for success. That's why we sponsor @SkillsOntario, a charity organization committed to inspiring and supporting youth as they pursue skilled trade and technology careers. #ProudSkillsPartner

Since [YEAR], [ORGANIZATION] has sponsored @SkillsOntario. We believe in their mission: to deliver educational, hands-on programming to young people so that they can explore their career pathways and challenge misconceptions they may have. #ProudSkillsPartner

As a not-for-profit organization, @SkillsOntario reaches hundreds of thousands of young Ontarians every year through the support of their partners. We're a proud sponsor of Skills Ontario because we believe in inspiring and empowering youth to discover rewarding career pathways. #ProudSkillsPartner

How does [ORGANIZATION] give back to our community? By partnering with charity organizations like @SkillsOntario, who deliver programming to youth, with initiatives for young women, Indigenous youth, and underrepresented communities. We are a #ProudSkillsPartner!

There is a dire need for professionals in the skilled trades and tech, and we're addressing this shortage through our partnership with @SkillsOntario! As a #ProudSkillsPartner, our support provides opportunities for youth across the province to explore skilled careers through engaging, inclusive programming.