

“Roadtrip Nation: Skill Powered”

Social/Digital Media Guide

About Roadtrip Nation

Roadtrip Nation is a documentary series that follows the journeys of people as they travel the country interviewing inspiring individuals who do what they love.

Use this digital media toolkit as a resource for your online promotion of Roadtrip Nation’s new documentary, “Skill Powered.” It includes graphics optimized for Twitter, Facebook, and Instagram, along with suggested post copy that can accompany any of the images.

Overview of “Skill Powered”

Like many other young adults, Shyane, Alex, and Ryan feel like they’ve been pushed down the path to a four-year degree—but they can’t keep ignoring the questions that have arisen along the way: “What other routes are out there? What about the people who’ve jumped off this assembly line to handcraft a fulfilling career?” To find the answers, they cross the country to talk to people working in skill-forward careers—people who’ve embraced other roads to opportunity, like trade schools, certificate programs, and on-the-job training. As they uncover the talent, precision, and passion being put into skilled jobs and trades, they realize that not every success story has to start with a four-year degree—a fulfilling life is built any way you choose.

Useful Links

“Skill Powered” website: <http://rtn.is/skills-forward>
Roadtrip Nation website: <http://www.roadtripnation.com>
Roadtrip Nation Education: <http://www.roadtripnation.org>
Roadtrip Nation on Twitter: <http://www.twitter.com/RoadtripNation>
Roadtrip Nation on Facebook: <http://www.facebook.com/RoadtripNation>
Roadtrip Nation on Instagram: <http://www.instagram.com/roadtripnation>

For further questions or requests, please contact Hannah Frankel at hfrankel@roadtripnation.org

Social Posts

Copy and paste the suggested text and upload one of the accompanying images to post on Facebook, Instagram, or Twitter to help promote “Skill Powered.”

Sample Facebook Posts

The newest film from @RoadtripNation is here! Watch “Skill Powered” at [AIR TIME] and follow three people as they explore the exciting world of skilled trades.

Introducing “Skill Powered,” a new documentary by @RoadtripNation about skilling up in a rapidly changing work landscape. Catch the premiere: [AIR TIME]

Sample Twitter Posts

Tonight! @RoadtripNation’s new documentary “Skill Powered” premieres at [AIR TIME]. Tune in to follow three people as they explore the world of applied-skill jobs.

Follow along as three people explore the world of skilled trades and work’s changing landscape. Watch @RoadtripNation’s documentary “Skill Powered” at [AIR TIME].

Sample Instagram Posts

See how leaders in all sorts of industries and trades are skilling up for work’s changing landscape in @RoadtripNation’s new documentary “Skill Powered,” airing at [AIR TIME].

Need inspiration? Hear from leaders skilling up in the world of trades. Don’t miss @RoadtripNation’s new documentary “Skill Powered.” [AIR TIME]