**Adult Education & Literacy**

**“Move Ahead with Adult Ed” Campaign**

**Social Media Post Drafts – Ready for Review and Recommendations**

**1.12.21**

**“State” Social Media Posts**

**TWC to promote the campaign on Facebook, LinkedIn, Twitter**

Need a diploma? Ready for new skills and a career? Texas’ Adult Education program can help you #MoveAheadwithAdultEd!
[Contact your local AdultEd program today] → <https://tcall.tamu.edu/search.aspx>

No diploma? No problem! Texas AdultEd is here for you.

[Find your new normal with new skills and a new career] → <https://tcall.tamu.edu/search.aspx>

#MoveAheadwithAdultEd

It’s a New Year, so find the new YOU with new skills and career. #MoveAheadwithAdultEd

[Sign up with Texas’ Adult Education’s no cost program today] → <https://tcall.tamu.edu/search.aspx>

Texas Workforce Commission has programs that prepare you to earn your high school equivalency and move ahead to college or a career training program. If you have your high school diploma or equivalency, check out how we can help you with college prep. #MoveAheadwithAdultEd Link: <https://tcall.tamu.edu/search.aspx>

Want to improve your English skills to advance your career? Texas’ network of Adult Education providers offer classes for second language learners that may include pathways to workforce training in in-demand industries. Learn more today at a provider near you! Link: <https://tcall.tamu.edu/search.aspx>

* more -

**“Local” Social Media Posts
AEL providers to customize and post on their organic social channels**

Action: Encourage AEL local providers to use these posts and include the #MAWAE hashtag. Provide stock photos in the toolkit that they can pair with the copy, but they may also use their own relevant images. After content is finalized, AEL will translate to create a set in Spanish.

\* Need a diploma? Looking for a career change?

<insert name of your school>’s adult education program can help!

[Learn how to register!] → <insert link to your Adult Education Website>

#MoveAheadwithAdultEd

\* Looking to go back to school?
[Check out our career and college prep programs] → <insert organization website>
No high school diploma? No problem! Call, Email, Facebook, or visit our web site. No cost programs to jump start your education and career. MoveAheadwithAdultEd!

<insert your organization’s name> adult education program offers free high school equivalency programs. Take classes online with instructors who can help you in real time.

[Reach out now] → <insert website link>

Adult education = programs that prepare you to earn your high school equivalency and move ahead to college or a career training program.

Have your high school diploma or equivalency?

[Check out how we can help you with college prep] → <insert website link> #MoveAheadwithAdultEd

Seeking a new career and not sure what fits?

How much can you earn? What is the work like? Are the hours flexible? Join our career awareness programs and get your high school credential at the same time @ <insert org name>.

[Get started] → <insert website link>

[insert your organization’s name] adult education program is providing instruction [insert ways in which instruction is provided: e.g., online and in-person]. Visit our website to learn how to register today! #MoveAheadwithAdultEd
<insert website link>