

BORDEAU CONSULTANT A MOD UP CONSULTING

PAUL PINENTEL SMART COMMUNICATIONS



AGENDA

WHAT WE WILL COVER

- Why Social Media
- Your Audience
- Developing Content
- Choosing the Channel
- What we Have Developed
- How Locals can Leverage It



WHY SOCIAL MEDIA



Using Social Media to Keep in Touch

BY RUSSELL HEIMLICH

Roughly two thirds (67%) of social media users say that staying in touch with current friends and family members is a major reason they use social media sites like Facebook, Twitter, MySpace or LinkedIn; about half say they use these sites to reconnect with old friends.





DO YOU KNOW YOUR AUDIENCE? USING SURVEYS & BUILDING PERSONAS

- Survey Data
- Identify audience
- Identify needs
- Motivations
- Friends and Family Networks
- Trusted sources
- Consistent exposure
- Best Source for Success

- Social Media Networks
- Channel to amplify message
- Leading with the Leaders
- What messages we deliver
- Brand Ambassadors
- Putting best foot forward
- Relatability
- #Hashtag



SMART / SMACNA APPRENTICES

2010

| | | | | 2018 | | | | | |
|----------------------------------|-------------------|---------------------|-------------|---------------------------|-------------|-----|-----------|----------|---------|
| How Did You Learn of | the Trad | e? | | | | | | SMACNA | SMART |
| | Friend/ Family | School Counselor | Job Fair | Internet/ Social Media | Radio Ad | TV | Newspaper | Sporting | Total |
| 1 ^e Year Apprentices | 375 | 37 | 21 | 27 | 4 | 1 | 6 | 1 | 34.53% |
| 2 ⁴⁴ Year Apprentices | 268 | 24 | 12 | 17 | 2 | 0 | 1 | 0 | 23.70% |
| 3* Year Apprentices | 253 | 13 | 7 | 9 | 0 | T | 1 | 0 | 20.78% |
| Last Year Apprentices | 313 | 20 | 12 | 19 | 6 | 1 | 8 | 0 | 27.725% |
| Totals | 1,209 | 94 | 52 | 72 | 12 | 3 | 16 | 1 | 1,459 |
| Percentage | 82.8 | 6.4 | 3.6 | 4.9 | 0.8 | 0.2 | 1.1 | 0.2 | 100% |

2019

How Did You Learn of the Trade?

| | Friend/ Family | | Job Fair | Internet/ Social Media | Radio Ad | 10.3 | Newspaper Ad | Sporting Event | Total |
|----------------------------------|-------------------|-----|-------------|---------------------------|-------------|------|-----------------|-------------------|--------|
| 1 st Year Apprentices | 469 | 22 | 31 | 42 | 3 | 3 | 5 | 2 | 34.26% |
| 2 nd Year Apprentices | 309 | 24 | 16 | 23 | 2 | 0 | 4 | 0 | 22.68% |
| 3 rd Year Apprentices | 297 | 11 | 9 | 15 | 1 | 0 | 4 | 1 | 20.07% |
| Last Year Apprentices | 414 | 19 | 10 | 20 | 3 | 1 | 7 | 2 | 28.27% |
| Totals | 1,489 | 76 | 66 | 100 | 9 | 4 | 24 | 5 | 1,684 |
| Percentage | 88.4 | 4.5 | 3.9 | 5.9 | 0.5 | 0.2 | 1.4 | 0.3 | 100% |



PERSONAS BUILDING PERSONAS



<u>Josh</u> - Persona High School – Graduate – Future Apprentice

- 18-25 Years of Age
- Likes welding, Drafting and Gaming Design
- Independent
- Goal: of being Financial Independent
- Fears: not finding meaningful career

- Wants to be independent from parents
- Doesn't like the idea of sitting at a desk
- Searching for a career fit
- No debt
- Not ready to start a family

- · Ideal Communications Via:
 - Video
 - Guides and Lists
 - Narrative stories of SMART Members having great success
 - Check lists of finding a great career or how to pick a career



CRAFTING LANGUAGE WHAT MILLENNIALS AND GEN Z WANT

...from their boss

TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A BOSS

Will help me navigate my career path

Will give me straight feedback

Will mentor and coach me

Will sponsor me for formal development programs

Is comfortable with flexible schedules

...from their company

TOP FIVE CHARACTERISTICS MILLENNIALS WANT IN A COMPANY

Will develop my skills for the future

Has strong values

Offers customizable options in my benefits/reward package

Allows me to blend work with the rest of my life

Offers a clear career path

...to learn

TOP FIVE THINGS MILLENNIALS WANT TO LEARN

Technical skills in my area of expertise

Self-management and personal productivity

Leadership

Industry or functional knowledge

Creativity and innovation strategies



WORDS MATTER TRANSLATE WHAT WE HAVE TO WHAT THEY WANT

| What They Want | What We Have |
|----------------------------------|--------------|
| Mentorship | |
| Clear Career Path | |
| Technical Skills | |
| Leadership | |
| Strong Values | |
| Flexible - Benefits | |
| Work Life Integration | |
| Industry or Functional Knowledge | |



DEVELOPING CONTENT CRAFTING THE RIGHT MESSAGE

Two top prizes/ month:

- 1 for Best Picture / 1 for Most Likes
- Each Winner will receive \$100 gift card to Amazon.com

The First Campaign:

The Industrial Athlete My Job is My Gym #MJMG



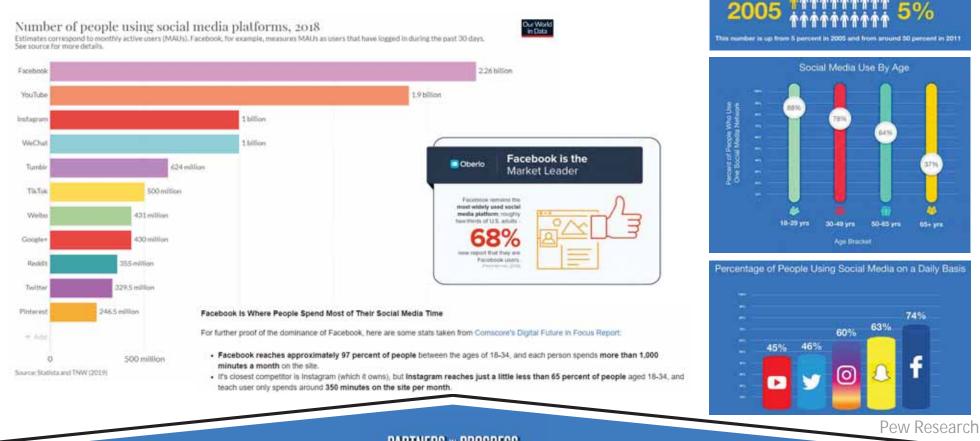




FUTURE IDEAS / OPTIONS COMING SOON



THE CHANNEL OF CHOICE



Seven out of every ten Americans (or 60 percent of the populati to be exact) use social media to connect with one another.



BRAND AMBASSADORS







IT'S UP TO YOU!



- Find Brand Ambassadors
- Get them in shirts
- Get them posting online
- Use the Hashtags and they will may win a prize nationally – but you can also incentivize them locally!



TAKE THE FIRST STEP DEFINE YOUR BRAND

- We need your help!
- What is the path you took to get to where you are today? (architectural sheet metal, HVAC service, installation, testing and balancing, etc.)
- How did you hear about the industry? (school, family member, friends, career fair)
- Get a picture of yourself and post it with some of the above information!



THANK YOU

Lisa Bordeaux A Mod Up LLC 503-422-6764 Bordeaux11@gmail.com Paul Pimentel SMART 202-783-5880 ppimentel@smart-union.org

Go to http://bit.ly/SMARTRecruit to order



