Partners IN Progress

facebook.com/sheetmetalpartners  twitter.com/smpartners

New recruiting resources available to YOU!
Provided by the SMACNA/SMART Best Practices Market Expansion Task Force

For more information, contact:
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INDUSTRIAL ATHLETE

This program is aimed at promoting the “Industrial Athlete” aspects of the work. The first campaign in a multi-year initiative, “My Job is My Gym” raises awareness of the physical nature of the work as a benefit to active individuals.

Getting the word out

Apprentice Surveys show that apprentices learn about the Sheet Metal Trade through Family and Friends. To support Sheet Metal workers getting the word out about their jobs to their friends and family, The Communications Task force has created Brand Ambassador resources.

Brand Ambassadors

Contractors, training centers, and instructors can identify apprentices and journeypersons in their communities as role models, who are also active on social media.

Brand Ambassadors are encouraged to post photos and selfies with the hashtag #MJMG on Instagram, Facebook, and Twitter, vying for two monthly top prizes ($100 at Amazon): one for best photo and the other for most likes.

* The Industrial Athlete tag line is meant to indicate that industry craftspersons are athletic - not a specific market segment. Please coach ambassadors to respect the individual rules of their respective employer regarding posting pictures.
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School Counselor Toolkits include Posters, Handouts, and Flyers

SMACNA and SMART will make resources available to Contractors, Chapters, Local Unions and JATC’s that can be customized for your area. In addition SMACNA and SMART will be emailing and sharing these resources with High School and Middle School Guidance Counselors.

If there are schools that are particularly important to your region, Please provide any information about the school and contacts you have and we will add them to the outreach!

There are different versions available
Fill out the form attached to this link and you will be contacted by the Recruiting Task Force to complete your order.