

Social Media Toolkit — Michigan Works! 2025 Annual Conference Workshop Presenters

Michigan Works! Annual Conference

Kalamazoo | September 7–9, 2025

michiganworks.org/register

Hashtag: #MWACON25

Thank you for being part of the 2025 Michigan Works! Annual Conference in Kalamazoo! We're excited to have you on the agenda as we explore what's next for Michigan's workforce.

This toolkit includes sample social media captions, graphics, and a few optional ways to help promote your session. Feel free to personalize and share! Thanks for helping us build the momentum for #MWACON25—we can't wait to see you in September!

How to Save and Share the Graphics:

1. Click the link to open the **Speaker/Presenter Toolkit**:
michiganworks.org/25-ac-speakerpresenter-toolkit
2. Scroll down to the **Social Media Graphics** section.
3. Click on any graphic to open the full-size image.
4. Once the image opens, **right-click** on it and select "**Save image as...**" to download it to your computer.
5. Share on your social media channels and don't forget to tag @MichiganWorks and use the hashtag #MWACON25!

Caption Examples (Facebook/LinkedIn)

"Excited to join the conversation at #MWACON25 this September in Kalamazoo! My workshop, "[Workshop Title]", will explore [brief description of topic or theme] and offer ideas and tools you can take back to your region. Looking forward to connecting with you!"

"Looking forward to joining workforce leaders from across Michigan in Kalamazoo this September at #MWACON25!

I'll be presenting "[Workshop Title]", where we'll talk about [brief description of workshop focus] and how we can apply it in our day-to-day work. Hope you'll join the conversation!"

“Excited to be part of this year’s Michigan Works! 2025 Annual Conference in Kalamazoo! My workshop, “[Workshop Title]”, will dive into [brief description of workshop] and what it means for our work across the state. Hope to see you in the room! **#MWACON25**”

“I’ll be in Kalamazoo this September for the Michigan Works! 2025 Annual Conference! Join me for “[Workshop Title]”, where we’ll break down [brief description of topic] and share takeaways to strengthen your local efforts. Can’t wait to connect at **#MWACON25!**”

“Looking forward to being part of **#MWACON25** in Kalamazoo this September! My session, “[Workshop Title]”, will focus on [brief description of workshop] and how it’s shaping the future of workforce development. Let’s connect and collaborate!”

Caption Examples (X)

“I’m heading to Kalamazoo for **#MWACON25!**
Catch my session “[Workshop Title]” on [brief topic]. See you there!”

“Proud to be part of **#MWACON25!**
I’ll be presenting “[Workshop Title]” and sharing tools to bring back to your region.”

“Let’s talk workforce!
Join me at **#MWACON25** in Kalamazoo for “[Workshop Title]”—we’ll dig into [brief theme].”

Optional: Help Us Promote Your Session!

 **Record a short video (10–15 seconds)** introducing yourself and give a quick preview of your session. Feel free to share why the topic matters, what attendees will take away, or just bring the hype in your own style! Send your video to Carli Suiter at SuiterC@michiganworks.org and we’ll share it across the Association’s social media channels.

Have other promo materials? Flyers, graphics, posts from your own organization—we’d love to share those too! Please email marketing materials to SuiterC@michiganworks.org. For posts, please tag the Michigan Works! Association so we can reshare!