

Tips for Engaging with DOL on Social Media

Stay connected and involved with the U.S. Department of Labor's (DOL) initiatives through social media. By following these tips and utilizing these content ideas, you can effectively engage with the DOL and the wider community on social media, sharing the impactful stories and successes of Registered Apprenticeship experience.



How to Engage:

Use Hashtags Wisely: Boost the visibility of your posts by incorporating official hashtags: **#NAW2024** and **#ApprenticeshipUSA**. These tags help unify our conversation and highlight the positive impacts of Registered Apprenticeship. Finally, capitalize the first letter of each word in multi-word hashtags for better readability.

Tag the DOL: Tagging accounts, using @ tags or hashtags, on various social media platforms is a great way to engage directly with individuals, organizations, or brands. Below are general instructions that can be applied to most social media platforms, with some platform-specific tips included. You can tag accounts in captions, posts, and comments for most social media platforms.

- **Instagram** – USDOL <https://www.instagram.com/USDOL/>: For Stories, you can also use the "Mention" sticker for tagging.
- **X** – USDOL <https://twitter.com/USDOL>: Tag accounts in photos by selecting "Tag people" after uploading an image.
- **Threads** – USDOL www.threads.net/@usdol: Threads only allows one tag per post, but the tag can be a phrase and can include special characters.
- **Facebook** – www.facebook.com/USDOL and www.facebook.com/USDOLesp: For photos and videos, you can tag people by selecting the option to tag and then typing their name.
- **LinkedIn** – www.linkedin.com/company/u-s-department-of-labor
- **TikTok**: The federal government prohibits the use of TikTok on federal agency devices. Any videos you share on TikTok cannot be amplified by DOL. DOL CAN like and share videos shared to X, Threads, Facebook, Instagram, and LinkedIn. Post your videos to those platforms to engage with DOL.

Social Media Best Practices:

Keep It Short & Sweet: Your audience appreciates concise posts that get straight to the point.

Interact Through Questions: Engage your audience by asking questions or responding to theirs.

Visual Content Wins: Enhance your posts with relevant photos, videos, and quotes to draw more attention.

Here are a few quick tips to get started:

- Use your smart phone to record your video to share on social media.
- Find a location that is well-lit with natural sunlight or plenty of indoor lighting.
- Avoid locations with too much background noise and be mindful of what can be seen in the background of your video.
- Position yourself so windows or your main light sources are facing you, not behind you. Avoid overhead lights.
- Position the camera at eye level to avoid angles where the camera lens is either looking up or down on you.
- Wear appropriate attire.
- Look into the camera while you are speaking and SMILE!

Questions? Contact us at NationalApprenticeshipWeek@dol.gov