

**OHIO TECHNET
SOCIAL MEDIA
& OUTREACH GUIDE**

Objectives



Ohio TechNet's main objective is to connect employers with educators.

Ohio TechNet is designed to transform the way in which higher education works with employers to better align industry needs with education and training for Advanced Manufacturing in Ohio. Many Ohio companies have made or are considering the leap to new technology. Their needs reflect the face of advanced manufacturing: high-tech environments that require individuals whose strongest asset may be an ability to know how to learn and a readiness to be part of a highly adaptive and entrepreneurial culture. Ohio TechNet partner colleges are committed to training transitioning adults to fill the manufacturing skills gap in Ohio.

Manufacturing employers statewide are welcome to participate in the Ohio Manufacturing Careers Council which launched September 2015 with the support of LIFT, Ohio Department of Higher Education and Ohio TechNet. LIFT provided funds that will act as seed money to germinate a strategy defining Ohio's approach to preparing a skilled and educated workforce for the manufacturing sector.



BIOGRAPHY

Stephen Smith, (prefers to be called Steve), has been working in his field since getting out of High School. He was brought right into the family company and began to follow in his father's footsteps. However, he has not been perfectly content with this path as he has been well aware of the growing technological trends and has been locked in place educationally and in his working life.

Now that he is married and has a kid on the way along with his full time job, Steve, is still considering if there is any time or ability to continue his personal growth. His evenings are typically free but his schedule will tend to shift with the needs of his job. He requires flexibility and hands on training but he always commits himself fully to his task.

FIRST PERSON SCENARIO

"I'm married and have a kid on the way, so if i'm not working, I'm taking care of my wife, my work, or preparing for my kid. On my clock, every minute counts and it's easy to get behind. I want to learn and get paid more but finding time for that is increasingly difficult."

ENGAGEMENT SCENARIO

Steve is likely to be found by word of mouth or through in bound efforts. He is tech savvy enough to know how to engage with google searches and frequents facebook and twitter. He likely keeps his thumb on the pulse of advancing technology as that will be his daily outlet when not dealing with work or the stresses of life.

The easiest way to get involved with Steve would be to write thought leading blog posts that are then linked through OTN's social media. Steve would have to be a very hands off persona initially. By laying a proper trail of breadcrumbs he would eventually reach out on his own for further information on how he could engage with the program or find opportunities through the network that satisfy his problems.

PROFILE

GENDER	MALE
AGE	35
LOCATION	YOUNGSTOWN, OH
OCCUPATION	ELECTRICIAN
EDUCATION	HIGH SCHOOL

KEYWORDS & PHRASES

- Advanced Manufacturing
- Best Practices
- Latest Trends

OBJECTIVES

- Steve wants to stay on the pulse of the latest trends in his field
- He is responsible for maintaining and installing cable for institutions.
- Steve wants to become better educated or attain certification to climb higher in his career field.

PROBLEMS

- Steve is unsure of the best way to receive his certification or education since he has a full time job and is thinking of starting a family.
- Institutions are not always on the latest trends, he may feel stymied by the slow pace of his work or using inferior technology.
- Steve is not always sure what websites will give him the best content for his field.

OBSTACLES

- There is not a whole lot of websites or social media that might attract his attention or his google searches.
- The content he does find doesn't apply to him on a personal development level or might be out of reach. (Out-of-State)

- Flexibility of his schedule will determine how many classes he can take. He may or may not be able to take enough time for a full time schedule but would do what he can.

QUESTIONS

- What is leading the field of electronics and electricians?
- What are some lateral fields that may pay more?
- Do I have enough experience to seek a better position? Can I attain a better pay or do consulting work?
- How can I educate myself further or achieve a degree?
- What professional certificates are there to advance my knowledge base?

ORIENTATION

- Detail oriented
- Thinks logically
- Works often; hard

KEYWORDS & PHRASES

- Advanced Manufacturing
- Certification
- Careers

SOCIAL MEDIA & ONLINE DESTINATIONS

- Facebook
- Twitter
- <http://advancedmanufacturing.org/>

Alice Simmons



PROFILE

GENDER	FEMALE
AGE	27
LOCATION	CLEVELAND, OH
OCCUPATION	SAFETY TECH.
EDUCATION	ASSOCIATES

BIOGRAPHY

Alice has always been interested in safety since a young age. Her younger brother suffered from a preventable accident that galvanized her psyche. She became very motivated in keeping her family and friends safe and would wind up studying and pursuing a career in safety so that she could do that in her professional life as well.

Alice is never content with being where she is professionally and educationally. She is single and has spent most of her time working on her classes or working in her field. Hungry for information, she'll scan social media in her free time and likes to keep up on current events on the global and local stages. Facebook, Twitter, even LinkedIn are her social domains.

FIRST PERSON SCENARIO

"I am all about keeping other people safe, even if they don't make that job easy! This means I always have to stay on my toes and be aware of the latest OSHA standards to make sure that my company is in compliance. More importantly this keeps my co-workers safe. If I knew of any way to get better, I would leap at the opportunity!"

ENGAGEMENT SCENARIO

Alice is a very self motivated individual. Engaging with Alice is very much about giving her all the opportunities that she requires to full engage with our products. This would be a very heavy social media push by publishing various guides, toolkits, and blog posts that shows that we are interested in being the bleeding edge of the industry. These sorts of products would increase her faith in our ability to provide the experiences and materials that she wants and needs to succeed in her professional life.

In the end Alice would reach out to us once she felt comfortable that we'd be able to provide these experiences. Certifications and other on the work experience would be her primary interest and only a Bachelor's or Master's if she found it necessary to advance in her career. That would require more guidance to make sure that she felt comfortable with that level of commitment.

KEYWORDS & PHRASES

- Best Practices
- OSHA Certification
- Safety

OBJECTIVES

- Alice wants to keep her friends, family, and co-workers safe.
- She wants to become as educated as possible to influence her bosses that safety is paramount to a company's success and it's workers health.
- Alice wants to become a leader in her industry and for whatever company she is working for. Eventually she would like to become an industry consultant.

PROBLEMS

- Alice may feel stymied at work in trying to advance or be proactive about workplace safety.
- She may also be dissatisfied by the availability in safety classes and certifications in her local area. Her need to grow being stymied by a lack of opportunity
- There is not a whole lot of information on social media or websites about best practices in her industry.

OBSTACLES

- There is not a whole lot of writing or guides on how one should practice or interface with safety in the workplace that is easily parsed or communicated.

- Locations that deliver OSHA training are either in Cincinnati or Dayton which is a significant trip from Cleveland.

QUESTIONS

- Where can I find certification for OSHA programs in Ohio?
- How can I become better trained in my field?
- How can I become stronger for my friends, coworkers, and family?
- What professional certifications or on the job opportunities are there in Ohio, particularly North East Ohio?

ORIENTATION

- Family Oriented
- Co-worker Oriented
- Hands-on training, Intuitive

KEYWORDS & PHRASES

- Safety
- Certification
- On-the-job training

SOCIAL MEDIA & ONLINE DESTINATIONS

- Twitter
- Instagram
- Facebook



PROFILE

GENDER	MALE
AGE	20
LOCATION	LAKELAND, OH
OCCUPATION	STUDENT
EDUCATION	ASSOCIATES
INTEREST	MEMS

BIOGRAPHY

William (or Bill to his friends) is currently going through his associate's degree. He will be graduating soon so he is excited to join the industry. He was always interested in mathematics, engineering, and technology through his teenage years and would frequently be found playing with his legos. He has been seeking job opportunities in his field where he can acquire some apprenticeships or on-the-job training.

He's casually interested in doing further research in his field and going further with his degree. If the opportunity would present itself he may go for it, but more than likely that would be if he doesn't find a job immediately after graduation. He doesn't really engage with social media all that often, preferring face to face interaction or seeing a flyer or physical documentation. He's really interested in getting into the work place to show what someone like him can do.

FIRST PERSON SCENARIO

"I guess I'm still trying to figure out who I am in a lot of ways. I'm excited to get into the work place where I can prove myself finally. I really just want to get out there and prove myself, you know? I feel like there's been a lot of bad attitudes about my generation being lazy and I just want to get out there and show them what I'm made of!"

ENGAGEMENT SCENARIO

To engage with William, Ohio TechNet has a few very clear goals. William is interested in apprenticeships or on-the-job training opportunities. The best way to reach him would be local outreach or flyers. Another good way to reach William in this regard would be to make video content on Youtube as it's easily digestible and would give him an easy insight into what the workplace would be like.

Proper calls to action on the website, flyers, or other materials would likely get him interested. He would also be engaged by offering a challenge that he could overcome. A competition or event to participate in would be excellent way of getting his engagement.

OBJECTIVES

- William wants a career in his field.
- He isn't interested very interested in furthering his education.
- William enjoys interviews or face to face discussions or forums where he can ask questions about his problems.

PROBLEMS

- William has had trouble finding a career in his field immediately after graduation.
- William has had trouble finding people to engage with to help solve his problems or to give him some guidance.
- On-the-job training has been difficult to find as paid internships have been rare. His college has not helped him find a position and has left him to his own devices.

OBSTACLES

- There are no counselors or contacts for William to contact and interview with about his issues.
- The content he does find doesn't apply to him on a personal development level or might be out of reach. (Out-of-State)
- Flexibility of his schedule will determine how many classes he can take. He may or may not be able to take enough time for a full time schedule but would do what he can.

QUESTIONS

- How can I prove myself to my employers and peers?
- How can I improve my education or find internships in the state

of Ohio?

- What professional opportunities are there in my area? Are there conferences or get-togethers that allow me to network or connect with my peers?
- Where is the industry going?

ORIENTATION

- He has been very driven towards working on his career
- Thinks logically, can be distracted
- He doesn't tend to look laterally, only forward

KEYWORDS & PHRASES

- Apprenticeships
- On-the-job Training
- Stem Career

SOCIAL MEDIA & ONLINE DESTINATIONS

- Facebook
- College or OTN Website
- <http://advancedmanufacturing.org/>

Erin Anderson



BIOGRAPHY

Erin is graduate of LCCC and was exposed to the Fab Lab during her studies. This resulted in her falling in love with digital fabrication and she shifted her career to focus on accomodating this love. Her mathematics background would prove beneficial during this course and since she has entered the field she has been devouring content to get her up to speed with the industry at large.

She has spent time at LCCC as a lab assistant in the Fab Lab ever since she put her foot in there. This has made some her adjustment period to the market at large easier than it would have been otherwise, since she was able to meet with various industry leaders and businesses. Even so, she is particularly enamored with small scale & custom fabrication as a result of the 'internet of things' age and she is seeking her place in this new industry.

FIRST PERSON SCENARIO

"Have you ever made something with your own hands? The rush you get when you hold something that you made is phenomonal! I want to give everyone the opportunity to enrich their lives this way!"

ENGAGEMENT SCENARIO

Engaging with Erin will involve a few avenues of information & outreach. SHE is technologically savvy and hungry for information about her industry. By having informational posts on our website, we could give her an easy 'in' to satisfy her needs for knowledge. Once she is on our website, it would be easy to guide her towards career engagement areas and we can connect her with our social media. This is an active sort of audience member who would frequently comment or contribute to an online discussion. Erin would be ideal to be a spokeswoman or advocate for Ohio TechNet's program.

Basically, we should follow an inbound marketing strategy to satisfy Erin's pain points.

PROFILE

GENDER	FEMALE
AGE	25
LOCATION	CLEVELAND OH
OCCUPATION	DIGITAL FAB.
EDUCATION	ASSOCIATES

OBJECTIVES

- Erin wants a career or her own business in digital fabrication.
- She wants as much education and information as she can be provided so she can be a thought leader who pushes the envelope of her field.
- Erin prefers online content but she is unafraid of an interview or meeting that furthers her career. She is not patient about wasting time or resources on dead ends or information that is not well presented.

PROBLEMS

- Erin has had difficulty finding a position in her 'dream' field that suits her.
- She has not had any difficulty in knowing how to search for information online. The problem has always been finding new sources or new information that is being presented. Websites like ours, LIFT, or KYFAME are few and far between.
- Further education is difficult to find in the degree field.

OBSTACLES

- Up to date information that is relevant to her career and advanced manufacturing is difficult to find.
- It is hard for her to connect with her peers, particularly fellow women in the career field. These peers could serve as guides.
- She may want to make her own business, so finding counseling for entrepreneurial activity is an additional concern for her.

QUESTIONS

- Where can I find a counselor to help me?
- How can I inspire more people to get involved with the Fab Lab or advanced manufacturing?
- How can I connect with my peers in the industry?
- Is there any mentors who could guide my entrance into the industry or who I could set my aspirations too?

ORIENTATION

- Erin is a very motivated individual, she is hungry for knowledge but has no guidance.
- Erin will be a strong advocate of any program that provides her with a map to her future.
- She will look and work laterally as well as forward, just so long as she achieves her 'dream'.

KEYWORDS & PHRASES

- Apprenticeships
- On-the-job Training
- Fabrication
- Internet-of-Things

SOCIAL MEDIA & ONLINE DESTINATIONS

- Facebook
- Instagram
- LinkedIn
- advancedmanufacturing.com

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