# NCCCS GEER Campaign

# 2022: Campaign Toolkit Update

Campaign toolkit: UPDATE THE FOLLOWING:

• All of the display, static, carousel and 15-/30- second video ads produced for original campaign sized for Facebook, Instagram, OTT, and YouTube

CAROUSEL (FB/IG):

*[Updated vertical block treatment. NOTE: “NC Colleges logo “Creating Success” + “Turn over a new you.” wordmark persist throughout.]*

*Slide 1:*

**Change your perspective.**

**LAID OFF**

**PAID OFF**

Hot careers start here.

*Slide 2:*

**Re-write your story.**

**DEBTING**

**DESTINY**

Fast-track your future in 12 sizzling sectors.

*Slide 3:*

**See the future in a new light.**

**LIFE STALLING**

**LIFEISCALLING**

Low- and no-cost programs available!

*Slide 4 (CTA: no image ):*

**APPLY NOT**

 **NOW**

SOCIAL (FB):

*[Updated vertical block treatment].*

**Let’s get to work.**

*Accelerated* career programs... at little-to-no cost.

**BE STILL**

**RE SKILL**

*[NCCCS logo (“Creating success” +
“TOANY” wordmark]*

**TimeforaNewYou.org**

POST:

Flip the script, find a career. It’s just that simple! Now is the time to #TurnOverANewYou @ your nearest NC Community College. 12 low- or no-cost programs to choose from.

SOCIAL (IG):

*[Updated vertical block treatment].*

**Raise the roof.**

**START LOWER**

**STAR POWER**

*A higher starting salary in just weeks!*

*[NCCCS logo (“Creating success” +
“TOANY” wordmark]*

**TimeforaNewYou.org**

POST:

Don’t look now… but you’re in demand. Industries are paying top dollar for employees with the latest skills. Fast-track your future in one of 12 in-demand sectors!

VIDEO (:30):

*[Logo persists throughout]*

*V.O.*

Want *more* out of work life? *[“Blocks spelling ”LIFE STALLING” flip into “LIFE IS CALLING”]*

Maybe it’s time for a new perspective.

Stop waiting *[“Blocks spelling ”NO TIME” flip into “GO TIME”]* -- and put your future in focus with low- or no-cost career programs, offered by your local North Carolina Community College.

Follow through on an old passion… *[“BE STILL” rolls over to “RE SKILL”]* or build toward a brand-new career. With scholarships available in 12 red-hot industries, there has never been a better time to Turn Over a New You. *[“ROCKY START” becomes “ROCK STAR”]*

We’ve got automotive, IT, business, and more! *[“WEAK SALARY” becomes “PEAK SALARY”]* Find your nearest North Carolina Community College at **TimeForaNewYou.org**

*[“DON’T KNOW” becomes “DO IT NOW”]*

*[TITLE]:*

Launch a career… in *weeks* not years.

* Automotive
* Aircraft Maintenance
* Business Management & Administration
* Construction
* Criminal Justice
* Emergency Medical Services
* Healthcare
* Hospitality & Tourism
* Industrial/Manufacturing
* Information Technology
* Transportation
* Fire and Rescue Services

*[TITLE]:*

Turn over a new you.

**TimeForaNewYou.org**

VIDEO (:15 EDIT):

*[Logo persists throughout]*

*V.O.*

Want *more* out of work life? *[“Blocks spelling ”LIFE STALLING” flip into “LIFE IS CALLING”]*

Maybe it’s time for a new perspective.

*[“BE STILL” rolls over to “RE SKILL”]* Put your future in focus with low- or no-cost career programs, offered by your local North Carolina Community College. *[“WEAK SALARY” becomes “PEAK SALARY”]*

Find your nearest College at **TimeForaNewYou.org**

*[“DON’T KNOW” becomes “DO IT NOW”]*

*[TITLE]:*

Launch a career… in *weeks* not years.

* Automotive
* Aircraft Maintenance
* Business Management & Administration
* Construction
* Criminal Justice
* Emergency Medical Services
* Healthcare
* Hospitality & Tourism
* Industrial/Manufacturing
* Information Technology
* Transportation
* Fire and Rescue Services

*[TITLE]:*

Turn over a new you.

**TimeForaNewYou.org**

HASHTAGS:

#careers #jobs #careered #upskill #careerdevelopment #CTE #skillsgap

#communitycollege #NCCCS #newyounc #turnoveranewyou #timeforanewyou #creatingsuccess #NCcolleges #NCcommunitycolleges #GEER #GEERscholarship #scholarship #moneyforcollege

#automotive #automotivetech #aircraftmaintenance #aviationmaintenance #aircraftmechanic #construction #building #business #businessadministration #busad #businessmanagement #criminaljustice #culinary #EMS #EMT #paramedic #healthcare #nurse #medicalassistant #essentialcareers #manufacturing #advancedmanufacturing #hospitality #industrialmanufacturing #informationtechnology #IT #cybersecurity #computerscience #programming #transportation #logistics #transport #trucking #freight #supplychain #firefighter #firetech #tourism