

## Share Your Registered Apprenticeship Story

The U.S. Department of Labor is excited to hear from current and former apprentices about their experiences with Registered Apprenticeship. Your success stories and videos may be amplified through various DOL platforms.



Hearing about the lived experience of an apprentice may encourage others to consider participating in a Registered Apprenticeship. We also hope to help inform the public about the 10<sup>th</sup> annual [National Apprenticeship Week \(NAW\)](#), November 17-23, 2024.

Please use this video storyboard as a resource to help create a video about your experience as an apprentice.

Apprentice Videos	
<b>Purpose</b>	Apprentices film their own videos to share their experiences with Registered Apprenticeship and consider promoting NAW 2024.
<b>Video Introduction</b> 10 seconds (About 30 words)	<b>Introduce yourself.</b> Example: I'm Jane Smith. I'm 19 years old, and I am an apprentice at XYZ Company.
<b>Video Topic Examples</b> 30 seconds (About 90 words)	<p><b>Consider some of the following questions to answer when sharing your Registered Apprenticeship experience:</b></p> <ol style="list-style-type: none"> <li>1. What do you want people to know about Registered Apprenticeship opportunities?</li> <li>2. How did you make the decision to join a Registered Apprenticeship program?</li> <li>3. How has your Registered Apprenticeship impacted your life?</li> <li>4. What advice would you give to others about Registered Apprenticeship?</li> <li>5. What are some misconceptions people have about Registered Apprenticeship?</li> <li>6. What do you think would be surprising to others about your Registered Apprenticeship experience?</li> <li>7. What excites you about your Registered Apprenticeship program that you want others to know?</li> <li>8. Why should employers hire apprentices?</li> <li>9. In celebration of the 10<sup>th</sup> annual NAW, why is it important for you to get the word out to other career seekers about the transformative power of Registered Apprenticeships?</li> </ol>
<b>Video Closing - Call to Action</b> 10 seconds (About 30 words)	<b>Consider ending your video with a call to action, such as an invitation to celebrate NAW 2024.</b> Example: Visit <a href="https://www.apprenticeship.gov">Apprenticeship.gov</a> to learn more about Registered Apprenticeship opportunities and upcoming NAW events that you can participate in!
<b>Share Your Video</b>	Consider posting your video through your personal social media accounts. If you do not have social media or prefer not to share your video directly, please contact us at <a href="mailto:NationalApprenticeshipWeek@dol.gov">NationalApprenticeshipWeek@dol.gov</a> for information on how to provide your video to DOL to share on its social media accounts.
<b>Use Hashtags</b>	<b>#ApprenticeshipUSA #NAW2024 #DecadeofNAW</b>
<b>Tag the DOL</b>	Consider tagging DOL in your posts: Instagram: USDOL or <a href="https://www.instagram.com/USDOL/">https://www.instagram.com/USDOL/</a> X (formerly Twitter): @USDOL or <a href="https://twitter.com/USDOL">https://twitter.com/USDOL</a> Threads: <a href="https://www.threads.net/@usdol">www.threads.net/@usdol</a> Facebook: <a href="https://www.facebook.com/departmentoflabor">www.facebook.com/departmentoflabor</a> and <a href="https://www.facebook.com/USDOLesp">www.facebook.com/USDOLesp</a> LinkedIn: <a href="https://www.linkedin.com/company/u-s-department-of-labor">www.linkedin.com/company/u-s-department-of-labor</a> YouTube: USDepartmentofLabor or <a href="https://www.youtube.com/user/USDepartmentofLabor">www.youtube.com/user/USDepartmentofLabor</a>
<b>Duration</b>	Consider creating shorter videos under 1 minute