

COVID-19 TOOLKIT

Return Stronger Upskilling Campaign

Under the leadership of Governor Doug Ducey, Arizona's workforce network is launching a statewide integrated marketing campaign to connect Arizonans with training resources made available through ARIZONA@WORK. Targeted to those impacted by the COVID-19 crisis, the campaign encourages dislocated workers to obtain training and certifications in an effort to return to the workforce stronger than before.

This toolkit provides content and image assets promoting the campaign and makes these resources easily accessible and customizable, enabling our partners to help further amplify statewide messaging and complement paid media tactics.

We thank you for your partnership and support in helping upskill Arizona's dislocated workers.

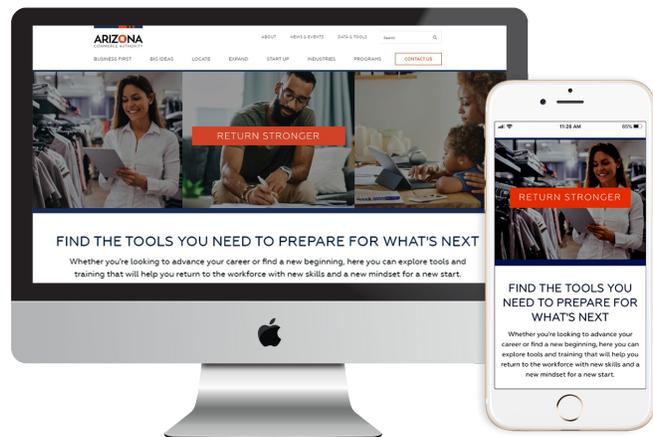
Press Release

The Arizona Commerce Authority's press release announces the launch of the website. We encourage you to share the press release with your networks. [View the press release here.](#)

Return Stronger Website

Serving as the cornerstone of the campaign, the ACA, OEO and ARIZONA@WORK created the Return Stronger website, which is accessible at www.azcommerce.com/ReturnStronger.

This site is also available in Spanish, which is accessible at www.azcommerce.com/Volver-Mas-Fuerte/



This hub provides a central location for Arizona's workforce to find the tools to return stronger with the skills needed for what's next. The state's dislocated workers can explore tools and training to help them advance their careers or find a new beginning. Additionally, the site hosts a form that provides custom content to the user based on the parameters of the submission. It triggers an email and thank you page that points the user to the Local Area closest to them based on their zip code, as well as specific services that would enable them to begin their upskilling journey.

We would appreciate it if you would add the link to the site to your organization's website, as well as share it within your personal and professional networks as a resource.

Here is a pre-written message about the site that you can copy and paste across your communication channels such as websites, emails, social media and more:

Whether you're looking to advance your career or find a new beginning, Arizona's statewide workforce network offers tools and training that will help you return to the workforce with new skills and a new mindset for a new start. [Find no-cost training programs.](#)

Social Media Content

We created social media assets for your use. Below you will see thumbnails of each image alongside pre-written copy specific to the channel. We encourage you to leverage these assets and share across your preferred social media platforms. Please tag the ACA and ARIZONA@WORK in your posts so we can share them too.

Please contact alex@azcommerce.com if you have questions about the social media assets listed below.

ACA Social Media Channels

- [Twitter: @azcommerce](#)
- [Facebook: @azcommerce](#)
- [LinkedIn @arizona_commerce_authority](#)
- [Instagram: @azcommerce](#)

ARIZONA@WORK Social Media Channels

- [Twitter: @ARIZONAatWORK](#)
- [Facebook: @ARIZONAatWORK](#)
- [LinkedIn @ARIZONAatWORK](#)

Social Media Images

We have sized each image specific to each platform. [All social media images are located here.](#)

- Facebook / Static Instagram Post (In-feed): 1080 x 1080
- Instagram Story: 1080 x 1920
- LinkedIn: 1200 x 627
- Twitter: 1200 x 600



SOCIAL MEDIA POST
OPTION 1

IMAGE THUMBNAIL



TWITTER

Looking to advance your career or find a new beginning? The state's workforce network is providing no-cost guidance on career pathways, training programs and available certifications for you to #ReturnStronger 🙌 @azcommerce @ARIZONAatWORK @AzDES
www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

Whether you're looking to advance your career or find a new beginning, ARIZONAatWORK will help you prepare for what's next. Find no-cost guidance to explore local career pathways, access training programs and obtain new certifications for your next job so you can #ReturnStronger. www.azcommerce.com/ReturnStronger

DOWNLOAD IMAGE IN ENGLISH

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Instagram Story](#)

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SOCIAL MEDIA POST
OPTION 2

IMAGE THUMBNAIL



TWITTER

Find the tools you need to prepare for what's next with @ARIZONAatWORK's comprehensive suite of tools:

- 👛 career planning
- 🧠 training programs
- 📄 industry certifications

#ReturnStronger ↓ @azcommerce @AzDES www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

ARIZONAatWORK is dedicated to helping workers of all backgrounds discover career planning tools, enroll in online training programs and obtain industry certifications. Connect with a career counselor and get no-cost training needed to return stronger:

www.azcommerce.com/ReturnStronger

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SOCIAL MEDIA POST
OPTION 3

IMAGE THUMBNAIL



TWITTER

With training programs offered at NO COST by @ARIZONAatWORK, job seekers of all backgrounds can return to the workforce with new skills. Start planning your new beginning. 📈
#ReturnStronger @azcommerce @AzDES www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

With training programs offered at no cost by ARIZONAatWORK, job seekers of all backgrounds, skill levels and ages can return to the workforce with new skills. Find your new beginning and return stronger: www.azcommerce.com/ReturnStronger

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SOCIAL MEDIA POST
OPTION 4

IMAGE THUMBNAIL



TWITTER

Looking to advance your career? 📁

@ARIZONAatWORK offers a comprehensive suite of tools to help you return to the workforce with new skills for a new start. www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

Access NO-COST online training programs to elevate your existing skills or build new ones to prepare for the reopening of the economy. ARIZONAatWORK offers a comprehensive suite of tools to help you return to the workforce with new skills for a new start.

www.azcommerce.com/ReturnStronger

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SOCIAL MEDIA POST
OPTION 5

IMAGE THUMBNAIL / Infographic Social



TWITTER

Arizona workers: find training and tools for your next opportunity including career planning, training programs and industry certifications! #ReturnStronger
www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

Arizona workers: find training and tools for your next opportunity including career planning, training programs and industry certifications! #ReturnStronger
www.azcommerce.com/ReturnStronger

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Video

A :30 video spot will run statewide in a TV buy as well as leveraged across [social media](#) and on the [website](#). The video further highlights how the Return Stronger campaign can make workers' career goals a reality. We encourage you to share the video using the pre-populated messages below.

[DOWNLOAD >>](#)

TWITTER

Arizona's workers can find the tools they need to prepare for what's next with access to career planning, training programs and industry certifications. #AZTogether @ARIZONAatWORK @azcommerce @AzDES @azedschools www.azcommerce.com/ReturnStronger

FACEBOOK / LINKEDIN / INSTAGRAM

Arizona's workers can find the tools they need to prepare for what's next with access to career planning, training programs and industry certifications. #AZTogether #TheArizonaWay www.azcommerce.com/ReturnStronger

Paid Media Ads

The ACA will further promote the programs and resources available through print media advertisements. We have provided access to the full-page files you would like to place your own media buy using these assets, or share the ad with your networks. If you have questions or comments, please contact Tori Valdivia at toriv@azcommerce.com.

Full Page Print Ads (thumbnail images on the next page)

Return Stronger.

[DOWNLOAD >>](#)

New skills. New Start.

[DOWNLOAD >>](#)

The right job starts with the right training.

[DOWNLOAD >>](#)

With new skills come new opportunities.

[DOWNLOAD >>](#)





Return Stronger

Access training programs for new career opportunities.






Whether you're looking to advance your career or find a new beginning, Arizona's workforce network has come together to help you prepare for what's next. ARIZONA@WORK is offering no-cost guidance in exploring local career pathways, accessing training programs and obtaining new certifications for your next job. No matter your background or skill level, you can connect with local experts to find the tools you need to return stronger.







azcommerce.com/ReturnStronger
#returnstronger



New skills. New start.

Access training programs for new career opportunities.





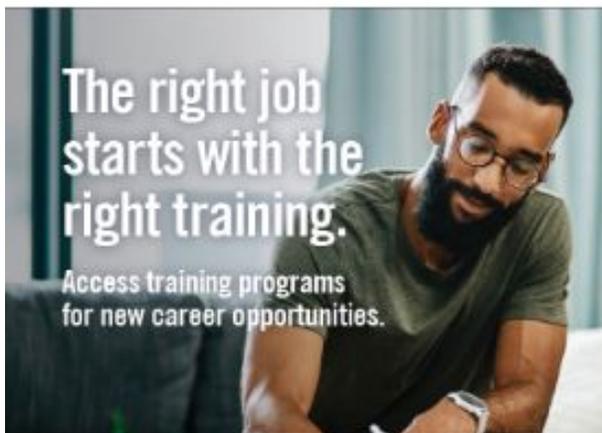

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#returnstronger



The right job starts with the right training.

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azcommerce.com/ReturnStronger
#returnstronger



With new skills, come new opportunities.

Explore training tools and acquire new skills.






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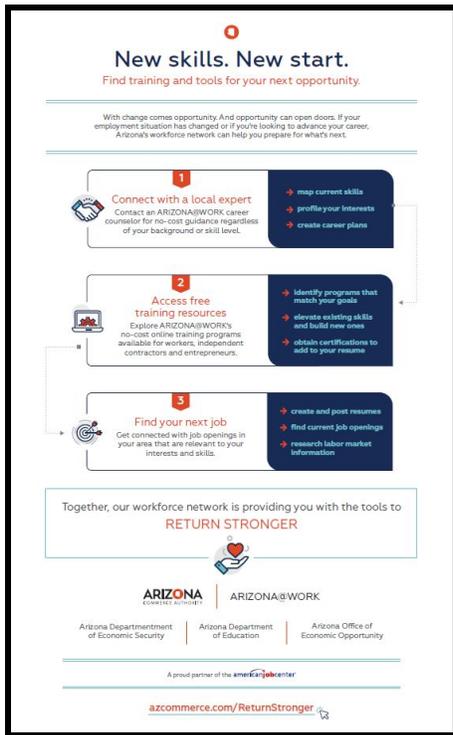






azcommerce.com/ReturnStronger
#returnstronger





Infographic

This ACA infographic provides a visualization of the tools and benefits that can be leveraged by partners to amplify the Return Stronger upskilling campaign.

We recommend linking to the infographic from your organization's website. Additionally, it can be downloaded and shared via email. The infographic is available on the ACA's website [here](#).

[En español](#)

Contact

If you have questions about the campaign or need additional assets, please email Ellen Pierce at ellenp@azcommerce.com.

