LET’S CELEBRATE NATIONAL WELDING MONTH

Here are resources to help in your 2020 National Welding Month promotions:

Key Resources

Promotional Tools- AWS National Welding Month Logo
- AWS National Welding Month logo - JPG format
- AWS National Welding Month logo (transparent) - PNG format
- AWS National Welding Month header banner (1600px x 100px) - PNG format
- AWS National Welding Month header banner (600px x 100px) - PNG format
- AWS National Welding Month square banner (250px x 250px) - PNG format
- AWS National Welding Month tower banner (250px x 780px) - PNG format

Presentation Material

AWS Videos
- The World Needs More Welders
- AWS Commercial
- How to Get Ahead Using the American Welding Society!
- Welding in Popular Culture

Postcards
- Scholarship Rack Card (4” x 9”) – Outlines scholarship opportunities available for welding education and training.
- Welding Workforce Grant Rack Card (4” x 9”) – Grants up to $25,000 available for schools to expand and improve welder training programs.

Poster
- Careers in Welding Poster (11” x 17”) – Perfect for the classroom, this poster promotes the all-new CareersinWelding.com with visuals of career opportunities in the welding field. It also promotes AWS Scholarships.

If you would like to order copies of either postcard, please contact Nazdhia Prado, AWS Foundation, at nprado@aws.org.

Contacting your Government

We are encouraging sections to check with their state and/or local officials and request an official proclamation of April as “Welding Month.”

Here is an example from the San Antonio Section
In the case of San Antonio, a faxed request was all that was needed. States and local entities have different processes, so we encourage each section to contact their officials to find out what is required.
Social Media Engagement Guide

Campaign Hashtag: #NWM2020

Our goal with National Welding Month is to show as many people as possible how important our industry is, and how rewarding a career in welding can be. That’s why using the campaign hashtag is so important. It ensures we are all sharing a common message.

Sample Post Ideas

- **Welder in the Spotlight Playlist and Video**
  The American Welding Society has created a series of videos designed to teach people about the welding profession. The videos highlight how welding plays a role in various industries — mostly newcomers and students. The entire playlist, or individual videos, are great content to be shared across your social media channels.

- **Tag local and national influences in your social media posts**
  Tagging social users or pages that have many followers helps to amplify your message. Welding is an industry with global importance, and the welder shortage has been discussed by national media in recent years. Tagging these entities means they could share or retweet your message and broadcast it to a huge audience.

- **Promote the concept of joining an AWS Section**
  Use your social media channels to post about the benefits of joining an AWS section, and encourage your followers to share your message. Our sections are the foundation of AWS, and there’s no better way to spread the word about our industry than by increasing membership in our section!

Key Messaging

**About Welding**

- Welding is the joining of two or more materials through heat or heat and pressure, forming a bond between two pieces of metal or plastic.
- There are more than 80 welding processes.
- Welding is used to build ships, automobiles, planes and space vehicles.
- Welding is used in construction of buildings, bridges, pipelines, power plants and oil refineries.
- Welding is used in the manufacturing of small electronic devices, medical equipment, and nanotechnology.
- Advancements in materials, processes and equipment, make modern welding an increasingly high-tech skill.

**Industry Outlook**

- Advancing manufacturing technology creates more uses for welding in the workplace and is expanding opportunities.
- New materials are creating a greater need for a highly educated and innovative welder workforce.
- Automation reinforces the need for skilled machine operators.
- There is an increased emphasis on skilled workers with identifiable credentials to ensure quality.

**Career Outlook**

- The U.S. will need over 450,000 welding professionals by 2022
- Many welders are highly skilled problem-solvers working in the aerospace, automotive, electronics, construction, manufacturing, oil and gas and shipbuilding industries.
- A welding career can lead to financial security, career advancement and important work in areas around the world.