United Way State of the Union Youth Employment Campaign: #TalkYouthJobs

On Tuesday, January 20 at 9pm ET, President Obama will deliver his sixth State of the Union Address. While the state of the nation’s economy is in a steady recovery, the youth unemployment rate has remained stubbornly high and the number of young people considered to be “disconnected” from the workforce or school system has hardly fallen.

It is critical that the President recognize that our economy will not fully recover until youth have access to the education and skills necessary to obtain a family-sustaining career. That’s why United Way is hosting the #TalkYouthJobs campaign to call attention to the need for the President and Congress to prioritize investments in youth employment.

Purpose: To spotlight youth employment in the State of the Union Address

Campaign Goals:
- Raise awareness for the importance of young people entering the workforce and contributing to America’s economy
- Call on the President to prioritize and invest in education, skills training and job creation for young people, particularly for the 6 million youth disconnected from work and school
- Activate a grassroots movement of organizations and individuals committed to improving youth employment in the U.S. and around the world

How YOU Can Support the Campaign:
1. Send a message on your social media accounts, calling on the President to talk about youth jobs in the State of the Union Address
2. Tweet a photo at President Obama holding a #TalkYouthJobs sign. You may also post a message on your Facebook page
3. Share youth jobs as your top priority issue in the President’s “Citizen’s Memo.” Write it here.
4. Spread the word to your networks as an opportunity to champion youth employment

Sample Social Media Content:
Before the State of the Union – Twitter
- @WhiteHouse: When young ppl enter the workforce, our economy & society benefit. #TalkYouthJobs at #SOTU! #liveunited http://ow.ly/i/8fllz
- Youth unemployment rate is 2x adult youth unemployment. Hope @BarackObama will talkyouthjobs at #SOTU! #liveunited http://ow.ly/i/8flqp
- #Millennials have double-digit unemployment. Will Pres @BarackObama talkyouthjobs in #SOTU? #liveunited http://ow.ly/i/8flqp
- @BarackObama, give our yng ppl a fair shot at the #AmericanDream! #TalkYouthJobs at the #SOTU! #liveunited http://ow.ly/i/8flw2
• I believe that youth employment is critical for the economy, so I’m asking @WhiteHouse to #talkyouthjobs at #SOTU <insert photo holding sign>

Before the State of the Union – Facebook
• Even as America’s economy is in a steady recovery, the youth employment rate has remained stubbornly high. Join our #TalkYouthJobs campaign and tell President Obama to talk about youth employment at the State of the Union Address!
• A study sponsored by Youth Invincibles finds that youth unemployment costs the nation up to $25 billion every year, predominately in lost tax revenue. Will President Obama talk about his commitment to education and workforce development for youth at the State of the Union address? Share your thoughts and tune in! Use hashtag #TalkYouthJobs.

During the State of the Union – Twitter
• #YouthEmployment is too important to leave out of the #SOTU. @WhiteHouse, #talkyouthjobs tonight! #liveunited
• Will @WhiteHouse share support for expanding opportunity in #SOTU? #TalkYouthJobs #Opp4all #liveunited http://ow.ly/i/8flEf
• We want YOU @WhiteHouse to prioritize #Opp4All & #TalkYouthJobs at #SOTU tonight! #liveunited <insert photo holding sign>
• The economy is in a steady recovery but youth are still struggling to find jobs. #TalkYouthJobs at #SOTU! #liveunited http://ow.ly/i/8flAH
• Thanks for your support for #highered, @BarackObama! Let’s also #TalkYouthJobs & ensure youth move from #SchooltoWork. #liveunited

During the State of the Union – Facebook
• Nearly 6 million young Americans between the ages of 16 and 24 are out of school and out of work – a staggering number that strains so many local communities and limits long-term economic prospects in the United States. Let’s call on the White House to #TalkYouthJobs at the State of the Union Address!
• Around the world, 12.6 percent of youth are unemployed (versus 4.5 percent for adults). Youth comprise only 17 percent of the world’s population, but 40 percent of the world’s unemployed. Will we hear a call to address youth unemployment from President Obama in tonight’s #SOTU? Tune in and share your thoughts!

If Obama Mentions Youth Employment
Facebook
• Proud that President Obama used his State of the Union tonight to call for support for youth jobs. We can and should be doing more to make sure our young people get a family-sustaining career.

Twitter
• Thanks @BarackObama for championing youth jobs in #SOTU. Let’s keep the momentum going & #talkyouthjobs! #liveunited

If Obama Doesn’t Mention Youth Employment
Facebook
- While President Obama didn’t specifically mention youth employment in his State of the Union tonight, we’re excited by increased bipartisan support in the Workforce Investment Opportunity Act and movements across the country and around the world.

Twitter
- Even w/o #youthjobs in #SOTU, the momentum continues – let’s #talkyouthjobs to ensure #opp4all! #liveunited
- Tomorrow’s another day to #talkyouthjobs. Let’s call on Congress to #InvestinKids & support #opp4all! #SOTU

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