

SUGGESTED WORDING

1. Showcase your business & invite visitors:

“We’re opening our doors for #NMD2026 – come and see what we make!”

“Step inside our factory and explore the world of manufacturing”

“Discover our products, our people, and our processes this #NMD2026”

“Take a tour and meet our brilliant team! Sign up for our event here...”

2. Inspiring future talent & careers:

“Inspire the next generation of makers – join us on 24 September”

“Calling all students, school leavers & career changers...”

“See what a career in manufacturing really looks like”

“Explore career opportunities and meet our team!”

3. Celebrating people & innovation:

“Proud to showcase our business and amazing team!”

“Shining a spotlight on our products, processes & people!”

“Come and see what makes our business great!”

“Celebrating innovation and our people this National Manufacturing Day!”

FACEBOOK

- Use **one short sentence** per post with an **image or short video** of your factory, team, or products.
- **Add a link to register** for, or find out more about your event.
- Post details about your event to your **local community group**.

INSTAGRAM

- **Keep captions short and punchy**; visuals are the focus.
- Pair each line with a **photo or video** of your factory, team, or products.
- **Add a link in bio or sticker link** for registration or more info if relevant.

X (TWITTER)

- Keep it very concise (**under 280 characters**).
- Include **one line + optional link** to your event.
- Pair with a **photo or short video** of your factory, team, or products.

LINKEDIN

- Slightly **longer posts work well**; expand on your business, career opportunities, or innovation.
- Pair with a **photo, image carousel or short video** of your factory, team, or products.
- Include an **event registration link**.