

# SKILLS CANADA NATIONAL COMPETITION 2025 SOCIAL MEDIA ACTIVATION GUIDE

The Skills Canada National Competition 2025 will be held on May 29 and 30, 2025 at the REAL District in Regina, Saskatchewan. We encourage our partners to help increase the visibility and reach of the event on social media by encouraging people to attend and posting about your involvement. We have provided some key messaging, content ideas and other assets for your convenience to help with your communications efforts before and during #SCNC2025.

## KEY MESSAGES

- The Skills Canada National Competition (SCNC) is the only national, multi-trade and technology competition for students and apprentices in the country.
- During SCNC, Canada's best in skilled trades and technologies compete in 45 competitions to become national champions.
- SCNC is free and open to the public and provides visitors with hands-on experiences to introduce them to skilled trade and technology careers.
- This year, in many Skill Areas, competitors will attempt to qualify for WorldSkills Team Canada 2026.
- The event will be live-streamed on Skills/Compétences Canada's YouTube Channel including the Opening and Closing ceremonies.
- Skilled trade and technology careers are for everyone and are viable, rewarding options.
- SCNC is a great opportunity for career seekers of all kinds to meet with industry professionals and learn more about employment in a skilled occupation.

## CONTENT / POSTS IDEAS

- Highlight your organization's partnership with Skills/Compétences Canada and your involvement in the event.
- Post about why it's important to get young people into the skilled trades and technologies.
- Share the SCNC2025 promotional **video**.
- Invite career seekers to visit your booth at the event to ask their questions and explore great career opportunities.
- Post a shout out to competitors wishing them good luck.
- Highlight Writing as this year's Skills for Success theme.
- Don't forget to engage with our event partner wrap-up and thank you post on Tuesday June 2, 2025.



## SOCIAL TAGS AND HASHTAGS

- Facebook: @skillscanada
- X: @skills\_canada
- Instagram: @skillscompetencescanada
- TikTok: @skillscompetencescanada
- LinkedIn: Skills/Compétences Canada
- Hashtag: #SCNC2025