

Workforce Modernization Social Media Strategy

Please click on the links below to see the details of our multi-platform, cross-agency social media strategy.

- [Performance.gov Twitter and LinkedIn](#)
- [GSA Office of Strategic Communications Twitter, LinkedIn, and Facebook](#)
- [Social Media Amplification Emails](#)
 - [Email CFOC Members & Agencies](#)
 - [Social Media Community of Practice](#)

Performance.gov Twitter and LinkedIn

To coincide with the RFI launch, the Performance.gov Team will release the following social media post on their Twitter and LinkedIn accounts, reaching the federal performance management community and stakeholders.

Tweet: 📱 Are you an online university or tech company education provider? 📱 The CFO Council is rolling out an innovative upskilling initiative for its 140,000-member workforce (a test case for the 2.1M workforce). We're looking to pay for advanced learning content. More details ➡ link TBD.



GSA Office of Strategic Communications Twitter, LinkedIn, and Facebook

To coincide with the RFI launch, GSA's Office of Strategic Communications will release the following social media post to their Twitter, LinkedIn, and Facebook accounts, reaching news outlets, other federal agencies, and the interested public.

Tweet: The CFO Council is rolling out an innovative upskilling initiative for its 140,000-member workforce (a test case for the 2.1M workforce). We're looking to pay for advanced learning content. Are you an online university or tech company education provider? More details ➡ link TBD.



Social Media Amplification Emails

We are planning two email campaigns to help amplify the RFI release through agency and personal social media networks. The email campaign includes:

- Email to CFOC members
- Email to Social Media Community of Practice

Email to CFOC members

In order to maximize the reach of the RFI launch announcement, we ask that members of the CFO Council use their personal and agency social media accounts to help amplify our planned content. The CFOC support team will send two emails to CFOC members:

1. A "prep email" 1-week before the RFI launch to make members aware of the social media campaign and allow time to coordinate with their agency comms offices, public affairs, or other parties, and
2. An "action email" the day the RFI is launched and the social media posts are live to request that members like, retweet, or share the live posts.

Language for each email can be found below:

Prep Email Language:

Good Afternoon CFOC Community,

Thank you very much for your support! As discussed in the April CFOC Meeting, the Workforce Modernization Working Group is very close to launching the FEDS Career Planning and Training Tool (updated briefing deck for context attached as a reminder) and we really need your help amplifying our outreach on social media. Making sure the outside-the-beltway providers (e.g., innovative online universities, tech companies) are aware, and interested, is absolutely critical to our success. If successful, this initiative has the potential to radically transform and accelerate workforce modernization and leveling up opportunity for everyone.

The FEDS Career Planning and Training Tool and associated RFI will go live in the next two weeks. In preparation for the launch, we have two asks:

1. *Contact your agency communications offices to ask them to like, retweet, or share posts from Performance.gov and GSA on their social media account when they go live. There is often a review process for these request, so we ask that you start this process early to ensure timely social media amplification.*
2. *If you have personal social media accounts that you use for CFOC-related items, plan to like, retweet, share, or draft your own posts to help amplify the RFI release.*

Thank you very much for your support and help!

Action Email Language

Good Afternoon CFOC Community,

The FEDS Career Planning and Training Tool and RFI are now live! As discussed in our prior email, please help us amplify the posts from Performance.gov and GSA OSC below through your agency and personal social media accounts:

- *Performance.gov*
 - *Twitter (link TBD when it's live)*
 - *LinkedIn (link TBD when it's live)*
- *GSA OSC*
 - *Twitter (link TBD when it's live)*
 - *LinkedIn (link TBD when it's live)*
 - *Facebook (link TBD when it's live)*

Making sure the outside-the-beltway providers (e.g., innovative online universities, tech companies) are aware, and interested, is absolutely critical to our success. Thank you for your support!

Email to Social Media Community of Practice

Hello Social Media Community of Practice,

Yesterday, the Chief Financial Officers Council (CFOC), working with OMB, GSA, and Treasury, announced a large-scale Workforce Modernization Initiative!

An integral part of the initiative is soliciting RFI responses from top-tier, private sector education and training providers who could potentially team with the CFOC and member agencies to train and upskill the federal financial management workforce in an innovative partnership.

We need your help amplifying the RFI release by liking, sharing, or tweeting the GSA OSC and Performance.gov posts linked below.

- *Performance.gov*
 - *Twitter (link TBD when it's live)*
 - *LinkedIn (link TBD when it's live)*
- *GSA OSC*
 - *Twitter (link TBD when it's live)*
 - *LinkedIn (link TBD when it's live)*
 - *Facebook (link TBD when it's live)*

Thank you for your support!