

Labor Day 2021 Social Media Toolkit

Background

This is a Labor Day like no other. While we continue to address a pandemic that has thrown extraordinary challenges at people across the world, we honor the workers who have helped us through this pandemic, and recommit ourselves to building a future that **empowers all workers, morning, noon and night**. From investing in a care economy that allows workers to thrive in their jobs while caring for their families, to building a more inclusive workforce and ensuring that the loss of a job doesn't mean the loss of financial well-being, we stand with America's workers — and the unions that support them.

Join us this Labor Day as we celebrate America's workforce. **Use and share these materials, and find more resources at dol.gov/LaborDay.**

Social information

- Web: dol.gov/LaborDay
- Blog: blog.dol.gov
- Twitter:
 - Department of Labor: [@USDOL](https://twitter.com/USDOL)
 - Secretary of Labor: [@SecMartyWalsh](https://twitter.com/SecMartyWalsh)
 - Spanish: [@DOL_esp](https://twitter.com/DOL_esp)
- Facebook:
 - Department of Labor: [DepartmentOfLabor](https://www.facebook.com/DepartmentOfLabor)
 - Secretary of Labor: [SecMartyWalsh](https://www.facebook.com/SecMartyWalsh)
 - Spanish: [USDOLesp](https://www.facebook.com/USDOLesp)
- Instagram:
 - Department of Labor: [@USDOL](https://www.instagram.com/USDOL)
 - Secretary of Labor: [@SecMartyWalsh](https://www.instagram.com/SecMartyWalsh)
- LinkedIn: [U.S. Department of Labor](https://www.linkedin.com/company/u-s-department-of-labor)
- Hashtags:
 - #LaborDay
 - #LaborDay2021

Sample Posts

Twitter

This #LaborDay, we are honoring the resiliency of our workforce while building a future that empowers all workers. See how at dol.gov/LaborDay

Este #LaborDay, @USDOL está honrando la resiliencia de nuestra fuerza laboral mientras construye un futuro que empodera a todos los trabajadores. Vea cómo: dol.gov/LaborDay

DYK? New York City hosted the first Labor Day parade in 1882, organized by the Central Labor Union. It became a federal holiday in 1894. Learn more about the history of #LaborDay: <https://www.dol.gov/general/laborday/history>

See how @USDOL is building a future that empowers all workers, morning, noon and night: dol.gov/LaborDay #LaborDay2021

Thanks to the American Rescue Plan Act, we've seen job growth and increased stability for businesses, families and communities. Together we can build a better future: dol.gov/LaborDay #LaborDay

Happy #LaborDay! Join us in recognizing the many contributions workers have made to America's strength, prosperity and wellbeing: dol.gov/LaborDay

This #LaborDay, we're recognizing the resiliency of our workforce and the importance of building a future where all workers are empowered and supported at every stage of their careers. dol.gov/LaborDay

The U.S. economy has added more than 4 million jobs since @POTUS took office, with 943,000 jobs added in July alone.

.@USDOL is investing in the nation's care economy to ensure workers can thrive at work and at home – and supporting the care economy workers who keep the country afloat. Learn more: dol.gov/LaborDay

.@USDOL is committed to building a modern, inclusive workforce that gives all workers a seat at the table – an essential part of creating good jobs and opportunities for advancement. Learn more: dol.gov/LaborDay

.@USDOL is committed to supporting a lifetime of worker empowerment, ensuring that workers can save for retirement and access health care and other necessary supports. Learn more: dol.gov/LaborDay

Curious about America's labor leaders? Check out the @USDOL Hall of Honor to learn more about the men and women who have improved working conditions, wages and quality of life for America's working families: <https://www.dol.gov/general/aboutdol/hallofhonor/inductees> #LaborDay

What's older: Labor Day or the Labor Department? Brush up on labor trivia so you can dazzle your friends and family: <https://blog.dol.gov/2021/07/27/labor-department-history>

Maguire or McGuire: Who is the real father of #LaborDay?
<https://www.dol.gov/general/laborday/history-maguire>

This #LaborDay, we honor those workers who have kept our communities afloat during difficult times – and recommit to making sure everyone can access good jobs and reach their full potential in the workplace. @USDOL has resources for job seekers: careeronestop.org

On #LaborDay we celebrate American workers.

If you're looking for a new job this Labor Day, you can find help at an American Job Centers.

- Explore careers
 - Find training
 - Brush up your resume
- careeronestop.org

Facebook/LinkedIn

America's workers are resilient, and we're seeing job growth and increased stability for businesses, families and communities. This Labor Day, learn how the U.S. Department of Labor and the Biden-Harris administration are building a future that empowers all workers, morning, noon and night: dol.gov/LaborDay

Los trabajadores de Estados Unidos son resistentes. Vea cómo el Departamento de Trabajo de los Estados Unidos y la administración Biden-Harris están construyendo un futuro que empodera a todos los trabajadores, en la mañana, a mediodía y en la noche: dol.gov/LaborDay

Happy Labor Day! This year, we're recognizing the resiliency of our workforce and the importance of building a future where all workers are empowered and supported at every stage of their careers. Join us and the U.S. Department of Labor in recognizing the many contributions workers have made to America's strength, prosperity and wellbeing: dol.gov/LaborDay

¡Feliz Día del Trabajo! Este año, estamos reconociendo la resiliencia de nuestra fuerza laboral y la importancia de construir un futuro donde todos los trabajadores estén empoderados y apoyados en cada etapa de sus carreras. Únase a nosotros para reconocer las muchas contribuciones que los trabajadores han hecho a la fortaleza, la prosperidad y el bienestar de Estados Unidos: dol.gov/LaborDay

Instagram

Happy Labor Day! This year, we're recognizing the resiliency of our workforce and the importance of building a future where all workers are empowered and supported at every stage of their careers. Join us and @USDOL in recognizing the many contributions workers have made to America's strength, prosperity and wellbeing: dol.gov/LaborDay
#LaborDay #LaborDay2021

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#LaborDay #LaborDay2021*

Email

At [ORGANIZATION] we are proud of all the workers in our community because [LIST SPECIFIC ACHIEVEMENTS].

Thanks to the American Rescue Plan Act, we've seen job growth and increased stability for businesses, families and communities. As we recognize Labor Day this year, take a moment to see how the U.S. Department of Labor and the Biden-Harris administration are building a future that empowers all workers, morning, noon and night: dol.gov/LaborDay

Join us in honoring all of those workers who have kept our communities afloat during difficult times – and in making sure everyone can access good jobs and reach their full potential as we work together toward a full and inclusive recovery.

Graphics

Use and share our Labor Day graphics, included in the ZIP folder with this toolkit.

Sizes: Twitter, Facebook, LinkedIn, Instagram



