**HB 547 - “Clean Energy Workforce Development Study”**

*Social Media Guide and Shareable Graphics*

**BACKGROUND**

There’s a growing opportunity to diversify New Mexico's economy by investing to develop our clean energy industry. This represents a chance for every New Mexican family to be able to access clean, safe, and good paying jobs ensuring our communities can thrive.

Preparing our workforce for the emerging clean energy economy must become one of our state’s topmost priorities. This will help to level the playing field, foster family stability and bring brighter futures for children across New Mexico.

**HOW CAN YOU SUPPORT THIS EFFORT?**

We have put together this social media guidance to help amplify the effort being carried out by Reps. Rubio and Martinez as they move HB 547 through the House, and Sen. Shendo as he carries the bill through the Senate.

This year, our state leaders are jumpstarting the process of creating a blueprint for the clean energy future. **For that reason we have provided the following tools to drive our narrative for to ensure rural communities and communities of color are not left behind and are afforded access to every resource necessary to take advantage of these exciting new job opportunities in the years ahead:**

**WHAT CAN YOU FIND IN THIS GUIDE?**

* [**SAMPLE TWEETS**](#ml55ykm85ajy)
* [**TWITTER THREAD EXPLAINING HB 547**](#y6ne8wo873ao)
* [**SAMPLE FACEBOOK POSTS**](#qd7a8dryx8v5)
* [**SHAREABLE GRAPHICS**](https://drive.google.com/drive/folders/15WY85AkZnpInT8DXXubQ4Bp8swaRod0-?usp=sharing)

**SUGGESTED HASHTAGS:**

#nmpol #nmleg #nmleg4all #CleanJobsNM

**SAMPLE TWEETS:**

* **#NM** can be a leader when it comes to wind and solar energy while ensuring New Mexican rural workers aren’t left behind in the emerging clean energy economy

**#nmpol #nmleg #nmleg4all #CleanJobsNM**

* In order to thrive, **#NM**’s rural communities and underrepresented workers need green jobs & training too.

**#nmpol #nmleg #nmleg4all #CleanJobsNM**

* People of color are keeping New Mexico’s rural economies going. Just like everyone else, they deserve a fair shot at clean, safe, and good-paying clean energy jobs.

**#nmpol #nmleg #nmleg4all #CleanJobsNM**

* Having a job is important, but that job should pay enough to support a family and offer consistent pay and good benefits. Clean energy jobs are the kinds of jobs low-wage workers in rural communities have been waiting for. **#nmpol #nmleg #nmleg4all #CleanJobsNM**
* What’s the right path for thriving rural communities? Wind and solar energy with strong investments in job training, apprenticeships, and other employment services for local workers. **#nmpol #nmleg #nmleg4all #CleanJobsNM**
* **#HB547** represents a chance for every New Mexican family to be able to access clean, safe, and good paying jobs ensuring our communities can thrive. **#nmpol #nmleg #nmleg4all #CleanJobsNM**
* **#HB547** willprepare our workforce for the emerging clean energy economy. This will help to level the playing field, foster family stability and bring brighter futures for children across New Mexico. **#nmpol #nmleg #nmleg4all #CleanJobsNM**
* **#HB547** makes sure rural communities and communities of color are not left behind and are afforded access to every resource necessary to take advantage of exciting new job opportunities in the clean energy economy. **#nmpol #nmleg #nmleg4all #CleanJobsNM**
* **#HB547** is about low-income & rural communities accessing clean energy jobs by making sure they are prepared for the clean energy economy of today & tomorrow. **#nmpol #nmleg #nmleg4all #CleanJobsNM**

**TWITTER THREAD EXPLAINING HB 547:**

* THREAD: PREPARING NM’S WORKFORCE FOR THE CLEAN ENERGY ECONOMY

We can diversify NM's economy by investing to develop our clean energy industry, a chance for New Mexicans to access clean, safe, and good paying jobs ensuring our communities can thrive.

**#nmpol #nmleg #CleanJobsNM**

* Preparing our workforce for the emerging clean energy economy must become one of our state’s topmost priorities. This will help to level the playing field, foster family stability and bring brighter futures for children across **#NM**.

**#nmpol #nmleg #CleanJobsNM #nmleg4all**

* **.@RubioNM35**, **@JavierForNM** & Sen. Shendo have started the process of creating a blueprint for this clean energy future, ensuring rural communities and communities of color are not left behind: **https://bit.ly/2GNgc5o**

**#nmpol #nmleg #CleanJobsNM #nmleg4all**

* They have introduced **#HB547** –a bill ensuring rural communities are afforded access to every resource necessary to take advantage of these exciting new job opportunities in the years ahead: **https://bit.ly/2SYWj26 #nmpol #nmleg #CleanJobsNM #nmleg4all**

* **#HB547**, will fund a study to enlist the expertise of the Department of Workforce Solutions to accomplish the following time-critical objectives:

**#nmpol #nmleg #nmleg4al #CleanJobsNM**

* (1/4) Prepare a report with recommendations by July 15, 2020, on the opportunities for and barriers to prepare and transition to a clean energy economy in low-income and rural communities. **#nmleg #nmpol #CleanJobsNM**
* (2/4) Study and provide recommendations on the need for increased education, career and technical education, job training and workforce development to help industries, workers, and communities have access to clean energy jobs. **#nmpol #nmleg #CleanJobsNM**
* (3/4) Identify in its report disadvantaged communities to prioritize for economic development opportunities to prepare for a sustainable and clean energy economy. **#nmpol #nmleg #CleanJobsNM**
* (4/4) A final report will be provided to the Governor and presented to the Economic and Rural Development interim committee to address economic development issues by October 1, 2020. **#nmpol #nmleg #CleanJobsNM**

**SAMPLE FACEBOOK POSTS:**

* **#NM** can be a leader when it comes to wind and solar energy while ensuring New Mexican rural workers aren’t left behind in the emerging clean energy economy.

House Bill 547willprepare our workforce for the emerging clean energy economy. This will help to level the playing field, foster family stability and bring brighter futures for children across New Mexico: **#CleanJobsNM**

* People of color are keeping New Mexico’s rural economies going. Just like everyone else, they deserve a fair shot at clean, safe, and good-paying clean energy jobs.

**House Bill 547** is about low-income & rural communities accessing clean energy jobs by making sure they are prepared for the clean energy economy of today & tomorrow: **#CleanJobsNM**

* What’s the right path for thriving rural communities? Wind and solar energy with strong investments in job training, apprenticeships, and other employment services for local workers.

**House Bill 547** makes sure rural communities and communities of color are not left behind and are afforded access to every resource necessary to take advantage of exciting new job opportunities in the clean energy economy: **#CleanJobsNM**

[**[DOWNLOAD ALL GRAPHICS HERE]**](https://drive.google.com/drive/folders/15WY85AkZnpInT8DXXubQ4Bp8swaRod0-?usp=sharing)