



# LET'S CELEBRATE

Here are resources to help in your 2024 National Welding Month

## Key Resources

### Promotional Tools – AWS National Welding Month Logo

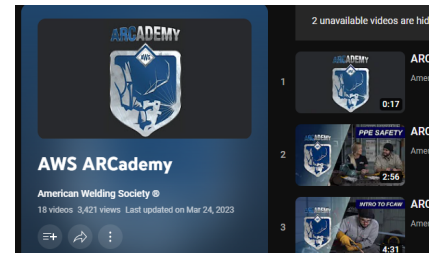
- ◆ AWS National Welding Month logo - JPG format
- ◆ AWS National Welding Month logo (transparent) - PNG format
- ◆ AWS National Welding Month header banner (1400px x 200px) - PNG format
- ◆ AWS National Welding Month header banner (600px x 100px) - PNG format
- ◆ AWS National Welding Month square banner (250px x 250px) - PNG format
- ◆ AWS National Welding Month tower banner (250px x 780px) - PNG format



## Presentation Material

### AWS Videos

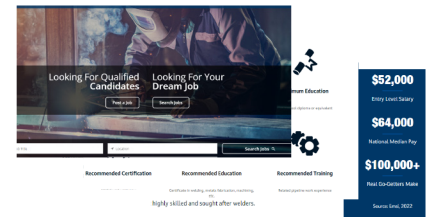
- ◆ AWS ARCAcademy Playlist
- ◆ Metal America Series
- ◆ What It's Like to Be a Welder Playlist
- ◆ Welding Career Burning Questions



## Careers in Welding

While our industry still needs people behind hoods using torches and making sparks, other welding career paths are also in high demand. Welding Technicians can use computers and robots, and more skilled tradesmen become inspectors, supervisors, researchers, engineers and owner operators. Learn more about the different careers available in the welding industry.

Which career path would best suit you or your students? Use our assessment to help guide the decision-making process.



## Contacting Your Government

We are encouraging sections to check with their state and/or local officials and request an official proclamation of April as “Welding Month.” States and local entities have different processes, so we encourage each section to contact their officials to find out what is required.

Explore more resources for welding educators at [aws.org/educators](https://aws.org/educators)

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## SOCIAL MEDIA ENGAGEMENT GUIDE

### Campaign Hashtag: #NWM2024

Our goal with National Welding Month is to show as many people as possible how important our industry is, and how rewarding a career in welding can be. That's why using the campaign hashtag is so important. It ensures we are all sharing a common message.

### Sample Post Ideas

#### Welder in the Spotlight Playlist and Video

- ◆ The American Welding Society has created a series of videos designed to teach people about the welding profession. The videos highlight how welding plays a role in various industries — mostly newcomers and students. The entire playlist, or individual videos, are great content to be shared across your social media channels.

#### Tag local and national influencers in your social media posts

- ◆ Tagging social users or pages that have many followers helps to amplify your message. Welding is an industry with global importance, and the welder shortage has been discussed by national media in recent years. Tagging these entities means they could share or retweet your message and broadcast it to a huge audience.

#### Increase your impact by encouraging AWS Section membership

- ◆ Use your social media channels to post how being an AWS Section member has helped you to Increase Your Impact. Section Members are the foundation of AWS, and there's no better way to spread the word about our industry than through your endorsement and referral. Need some inspiration? Check out our [YouTube videos](#) for post ideas.

### Key Messaging

#### About Welding

- ◆ Welding is the joining of two or more materials through heat or heat and pressure, forming a bond between two pieces of metal or plastic.
- ◆ There are more than 80 welding processes.
- ◆ Welding is used to build ships, automobiles, planes, and space vehicles.
- ◆ Welding is used in construction of buildings, bridges, pipelines, power plants and oil refineries.
- ◆ Welding is used in the manufacturing of small electronic devices, medical equipment, and nanotechnology.
- ◆ Advancements in materials, processes, and equipment, make modern welding an increasingly high-tech skill.

#### Industry Outlook

- ◆ Advancing manufacturing technology creates more uses for welding in the workplace and is expanding opportunities.
- ◆ New materials are creating a greater need for a highly educated and innovative welder workforce.
- ◆ Automation reinforces the need for skilled machine operators.
- ◆ There is an increased emphasis on skilled workers with identifiable credentials to ensure quality.

#### Career Outlook

- ◆ The U.S. will need over 360,000 welding professionals by 2027.
- ◆ Many welders are highly skilled problem-solvers working in the aerospace, automotive, electronics, construction, manufacturing, oil and gas and shipbuilding industries.
- ◆ A welding career can lead to financial security, career advancement and important work in areas around the world.
- ◆ Find the most recent welding workforce data and projections at [weldingworkforcedata.com](https://weldingworkforcedata.com)

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