

# Move the World Forward Member Toolkit



Now is the time for students to build on their knowledge and skills and work with cutting-edge innovations that help the world move. As the voice of companies that serve a variety of essential industries, the Independent Lubricant Manufacturers Association (ILMA) is focused on elevating the lubricants industry, aiming to educate students on the positive impact of lubricant manufacturing – gearing their career to the future.

ILMA is launching the Move the World Forward campaign to educate the future workforce on the benefits of a career in lubricant manufacturing and encourage the next generation of “friction fighters.”

This toolkit includes information about the Move the World Forward campaign for you to use on your personal and company social media channels, for external and internal speaking engagements, and to share with companies, colleagues, peers, and students.

The success of this campaign, in part, depends on your willingness to champion the message. If you have any questions, please do not hesitate to reach out to the ILMA Communications team at [communications@ilma.org](mailto:communications@ilma.org).



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We encourage you to prioritize utilizing the **template email blast and template social media posts**. These materials will amplify the campaign's message in an easy way.

## **2 Campaign Presentation (Includes Key Messages and FAQ):**

To be used during internal/company-wide staff meetings and external meetings (e.g., professional associations, university groups, etc.)

## **3 Template Press Release:**

To be posted on company webpages (if applicable) and to be shared alongside the email blast

## **4 Template Email Blast:**

To be shared among fellow members, industry peers, companies, etc. to launch the campaign and encourage participation

## **5 Template Web Copy:**

To be deployed on company web pages (if applicable), university webpages, etc. to increase reach

## **6 Media Training/Tips:**

To be used by members if engaged by media via interview request

## **7 Template Social Media Posts:**

To be shared on Facebook, LinkedIn and X to tap into members' networks and increase reach using the designated hashtag, #GearYourCareer

## **9 Media Library:**

To be used in the above materials to visualize the campaign messaging and mission



# Campaign Presentation



## Move the World Forward

*Gear your Career  
to the Future*



The campaign presentation includes information on the lubricant industry and what a career in lubricants would look like. The deck also includes campaign key messages and an FAQ. This presentation may be used internally (e.g., company-wide staff meetings) and externally (e.g., other professional associations, university organizations and classrooms).

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# Template Press Release

## [INSERT COMPANY NAME] JOINS MOVE THE WORLD FORWARD CAMPAIGN TO CALL ON THE NEXT GENERATION OF FRICTION FIGHTERS

*Initiatives to focus on educating students about lubricant manufacturing and how to gear their career to the future*

[DATELINE] – Today, [Insert company name] announced its participation in “Move the World Forward,” a digital initiative to educate the future workforce about career opportunities in lubricant manufacturing. As the leading organization representing more than 300 lubricant manufacturing companies and over 2,000 industry professionals, the Independent Lubricant Manufacturers Association (ILMA) launched the program in February to accelerate the future workforce.

By decreasing friction and creating a protective barrier, lubricants increase machine efficiency and reduce energy consumption. Lubricant products keep planes in the air, cars on the road, and machines in businesses, and households, and hospitals running efficiently. In short, the world would come to a stop without lubricants. Lubricant manufacturing also heavily supports sustainability efforts by extending the operational life of equipment and reducing waste.

A career in the lubricant manufacturing industry means learning and growing in high-energy, solution-oriented environments. Now is the time for young professionals to build upon knowledge and skills to work with cutting-edge innovations that help the world move across a variety of industries from (customize based on your industry focus) research and transportation to manufacturing and business.

*NOTE: Please customize quote*

“The lubricant manufacturing industry should speak to the future generation of workers. Speaking from experience, this industry produces meaningful careers,” said [Insert company spokesperson]. “We are proud to be a part of this important initiative, and we look forward to collaborating with young, bright professionals.”

As part of the campaign, ILMA will set in motion a series of initiatives to invest in and educate the future workforce:

- **[ilma.org/gearyourcareer](https://ilma.org/gearyourcareer)**: New resources for students curious about a career in lubricant manufacturing, including a toolkit and informational videos.
- **Videos**: Informative videos will be available online for students to learn about the lubricant manufacturing industry, how essential it is to everyday life, and the unique career opportunities available.
- **#GearYourCareer**: The social media campaign will engage students, parents and lubricant manufacturing experts in a conversation on what the industry is and why they should consider a future as a friction fighter.
- **Move the World Forward Scholarship**: The ILMA Foundation is relaunching its scholarship program and, for the first time, offering the opportunity to four-year university and vocational school students. The scholarship is an award of \$3,500 per year and is renewable annually based on maintenance of a 3.0 cumulative GPA.

For more information, visit [ilma.org/gearyourcareer](https://ilma.org/gearyourcareer).

About [insert company name]:

[insert company boilerplate]

Media Contact:

[insert contact information]

[Download Here](#)

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# Template Email Blast

Subject line: **Move the World Forward with Me! Let's Educate the Future Workforce on Lubricant Manufacturing**

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Dear [insert name],

As a member of the Independent Lubricant Manufacturers Association (ILMA), I'm writing to share an exciting new initiative aimed at reaching the next generation of workers. I hope you'll join me in spreading the word.

The lubricant manufacturing industry is fast-moving, lucrative, and applicable to many different facets of the world from backhoes to bone screws. With the growing interest in STEM-related careers, sustainability, and a shift to trade work, now is the time to reach young adults and educate them on the many benefits a career in lubricant manufacturing can mean to their future.

That's why ILMA has launched a digital initiative, the Move the World Forward campaign, to call on students and young adults to learn more about the innovative world of lubricant manufacturing and gear their careers to the future. As a part of the campaign, ILMA introduced initiatives to show its investment in the future workforce, including new student resources and an expansion of the ILMA Foundation scholarship program for both four-year university and vocational school students.

I encourage you to participate in the Move the World Forward campaign and become a leader in guiding students toward a forward-looking career. You can get involved in the following ways:

- Visit [ilma.org/gearyourcareer](https://ilma.org/gearyourcareer) for resources, including informative videos, to share with students.
- Pass along campaign information and resources to your peers and school/organization connections.
- Engage with us on social media, using #GearYourCareer, and share what it means to you to be a part of the lubricant manufacturing industry.

Please reach out with any questions. I look forward to seeing your involvement in this exciting campaign!

Sincerely,  
[insert name]

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# Template Web Copy

## **[Company]** Joins Move the World Forward Campaign to Educate the Next Generation of Friction Fighters on Career Opportunities in Lubricant Manufacturing

Now is the time to invest in the current, and future, workforce so students can build upon their knowledge and skills and work with cutting-edge innovations that help the world move.

### **A Future in Lubricants Looks Different**

A career in the lubricant manufacturing industry means learning and growing in high-energy, solution-oriented environments.

In the lubricant manufacturing industry, people are solving critically important issues and supporting sustainability efforts like reducing automotive emissions and enabling renewable energy generation.

### **Gear Your Career to the Future**

As the leading organization representing more than 300 lubricant manufacturing companies and over 2,000 industry professionals, the Independent Lubricant Manufacturers Association (ILMA) is launching a digital initiative, the Move the World Forward campaign, to educate the future workforce on career opportunities in lubricant manufacturing. ILMA has released a dedicated webpage ([ilma.org/gearyourcareer](https://ilma.org/gearyourcareer)) with videos and additional information on a career in lubricant manufacturing. ILMA has also launched a social media campaign (#GearYourCareer) to discuss what the industry is and why young professionals should consider a future as a friction fighter – join the conversation on [LinkedIn](#) and [X](#).

As a part of the campaign, the ILMA Foundation is relaunching its scholarship program as the Move the [World Forward Scholarship Program](#) and for the first time offering the opportunity to four-year university, graduate school and vocational school students.

[Download Here](#)



# Media Training/ Tips

The following are best practices and tips for effectively communicating with the media, whether it's in the form of a video interview, email Q&A, or an informal conversation with a reporter.

## Know Your Key Messages

- Identify 2-3 key points you want to convey and ensure they align with the campaign.
- Practice delivering these points in a clear and concise manner.
- No matter how the conversation shifts, find ways to bring it back to your core message.
- If faced with a difficult or confrontational question, avoid getting flustered and steer the conversation back to your key points.

## Be Prepared and Practice

- Research the outlet, journalist, or interviewer to understand their style and audience.
- Anticipate potential questions and prepare thoughtful responses.

## Speak Clearly and Confidently

- Slow down, enunciate, and avoid filler words like “um” or “like”.
- Keep your language simple and accessible. Avoid using technical terms or industry jargon unless your audience is highly specialized. Make sure your message can be understood by a student audience.
- Use a warm, positive tone to engage the audience.

## Look Interested and Engaged

- Avoid crossing your arms or fidgeting, as these can come across as defensive or nervous.
- Dress in a professional way that showcases your brand and sets the tone of the interview
- Create a clean and professional background for online interviews, not distracting to the interviewer or audience.

## Handling Difficult Questions



**Flagging:** This technique draws attention to what you are about to say.

- “If people remember nothing else, people should...”



**Bridging:** Helps move from one issue to another, and bridge the focus back to your key messages.

- “I don't know the answer to that question. But what I do know is...”



**Blocking:** If a reporter persists with questions you can't answer, defer him or her to ILMA's communications team for more information.



# Template Social Media Posts

## Social Media Best Practices:

- Understand your audience and know who you're addressing.
- Keep your message concise and include a clear call to action.
- Use hashtags. Use two or three relevant hashtags to increase visibility. Examples of campaign-relevant hashtags include:
  - #GearYourCareer #MovetheWorldForward #ILMA
- Use images, videos, and graphics to increase engagement. Ensure that visuals are high-quality and relevant to the content of your post.
- Be aware of social media platform restrictions related to content, character count, images, etc.
- Avoid overposting. Posting too frequently (i.e., every day) can overwhelm your audience.

The following template posts can be customized for different social media platforms and tailored to fit your voice.

Copy	Graphic
<b>Facebook/LinkedIn</b>	
<p>#DYK there are over 10 different work environments in the lubricant manufacturing industry from chemical research in a lab to an automotive test facility?</p> <p>@ILMA (Independent Lubricant Manufacturers Association) is launching the Move the World Forward Campaign to educate the future workforce on the benefits of a career in lubricant manufacturing and encourage the next generation of "friction fighters."</p> <p>Learn more here: <a href="http://ilma.org/gearyourcareer">ilma.org/gearyourcareer</a></p> <p>#GearYourCareer #MovetheWorldForward</p>	<p>Cover photo of link to explainer video or ILMA press release</p>
<p>[Insert personal anecdote about why you chose to work in the lubricant manufacturing industry or what impact your career has on the world]</p> <p>As a part of the Move the World campaign, I encourage my peers to share how you #GearYourCareer to the future!</p> <p>Learn more about opportunities in the lubricant manufacturing industry here: <a href="http://ilma.org/gearyourcareer">ilma.org/gearyourcareer</a></p> <p>#MovetheWorldForward</p>	<p>Cover photo of link to explainer video or ILMA press release</p>



Copy	Graphic
X	
<p>If you are interested in solving critically important issues like reducing emissions or supporting sustainability efforts by reducing waste of equipment, then the lubricant manufacturing industry might be the perfect fit for your career!</p> <p><a href="https://ilma.org/gearyourcareer">ilma.org/gearyourcareer</a></p> <p>#GearYourCareer</p>	<p>Cover photo of link to explainer video or ILMA press release</p>
<p>The world would grind to a halt without lubricant manufacturing, and it's time for students to learn about this impactful industry.</p> <p>As @ILMATweets launches the Move the World Forward campaign, join me in showing how important it is for students to #GearYourCareer to the future!</p>	<p>Cover photo of link to explainer video or ILMA press release</p>



# Media Library

The following assets may be used in conjunction with the toolkit materials to share the mission and messages of the Move the World Forward campaign.

## Campaign Logo

Please use the official campaign logo only.

[Download Logo](#)



## Video: What is Lubricant Manufacturing?

This explainer video provides background on the lubricant manufacturing industry and what a career in the industry would look like. It can be shared alongside the press release, web copy, or social media.

[Download Video](#)



## Video: What does a Career in Lubricant Manufacturing Mean?

This explainer video provides insight on what a career in lubricant manufacturing means to those in the industry. It can be shared alongside the press release, web copy, or social media.

[Download Video](#)

