



# GETTING STARTED

We are excited to provide your employees with all the tools and resources they need to get their GED® credential through the GEDWorks™ program. A GED® credential can pave the way to endless opportunities and open doors to higher education and career advancement.

This toolkit includes an overview of GEDWorks™ and several assets to help you launch this education program to your employees.

**GEDWorks™ is free for employees. Once approved, GEDWorks™ students get access to:**

- ▶ GED® study materials
- ▶ Unlimited practice tests and GED® tests
- ▶ Personal advisor to monitor and guide progress
- ▶ A test pass guarantee
- ▶ Resources available in both Spanish and English
- ▶ Access to more than 3,000 test centers nationwide
- ▶ Exclusive GEDWorks™ [Facebook peer group](#)



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## GEDWorks™ Marketing Resource Library

The [GEDWorks™ Marketing Resource Library](#) includes assets for you to use in your communications channels as you launch and promote the GEDWorks™ program.

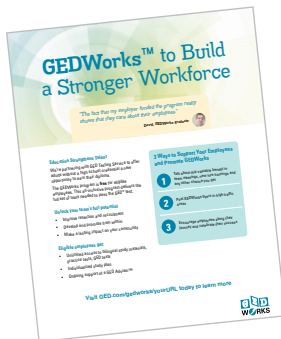
[This downloadable resource](#) contains:



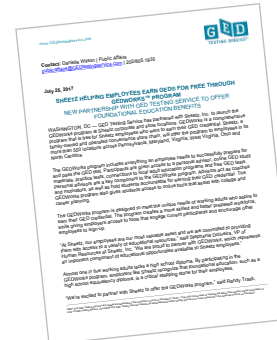
Official GEDWorks™ logos for your website, collateral and other channels



Customizable flyer to promote GEDWorks™ to employees



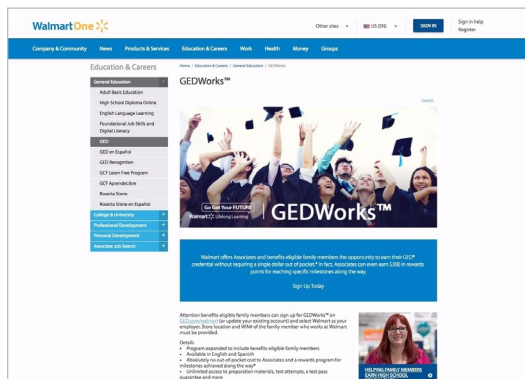
Customizable flyer to inform managers and others in the company about GEDWorks™



Sample press release

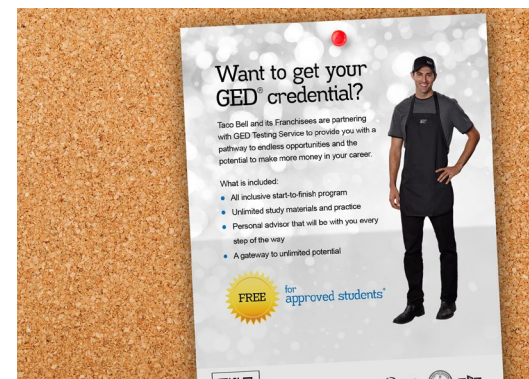
## Communications Channels

How will you promote the program to employees? Here are examples of channels that companies have used to announce and grow GEDWorks™:



### 1. Internal company website

- ▶ Include a link to your company-specific GED.com webpage where employees can sign up
- ▶ Post testimonials and photos of your GEDWorks™ graduates. This type of content helps drive interest and appreciation among employees. For example, Walmart hosts an in-store celebration for graduates and shares their success stories



### 2. Store break room

- ▶ Display flyers and posters

### 3. Company-wide email announcement

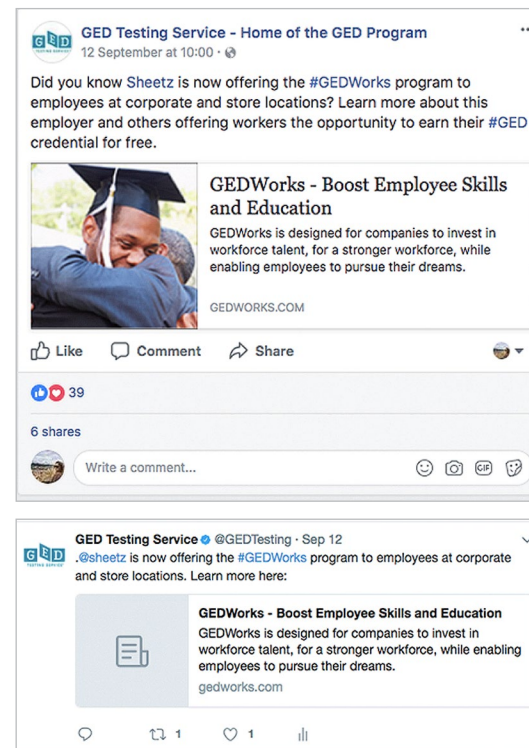
### 4. HR communications including annual benefits guide

## 5. Social media channels

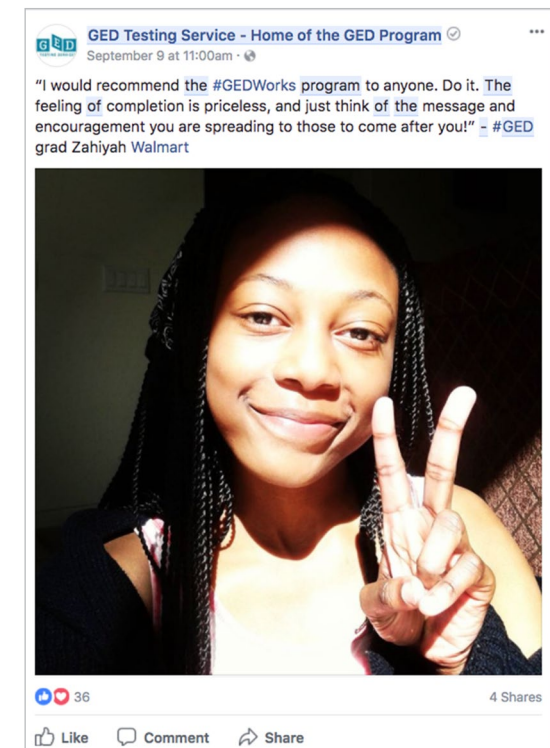
### ► KFC celebration



### ► Sheetz announcement



### ► Walmart testimonial

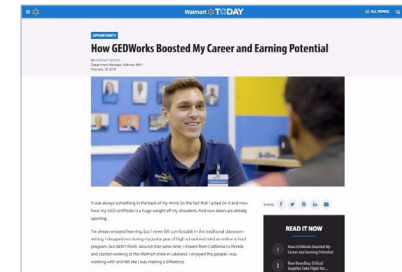




## 6. Conferences and events

- Announce this program at a tradeshow, franchise event, regional meeting, or all-employee meeting

## 7. Annual report or global responsibility report



## 8. Company blog



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## GEDWorks™ Content Calendar

Companies achieve greater success by sharing content about GEDWorks™ not just during launch but throughout the year. Below is a sample of content themes to help you organize your communications efforts for the year. Use these ideas to brainstorm on how you can get GEDWorks™ in front of your team regularly.

Beginning of the Year	Spring	End of Summer	Fall	End of the Year
<b>New Year, New You</b>	<b>Graduation Season</b>	<b>Back to School Season</b>	<b>Open Enrollment</b>	<b>Year End Round-up of Success Stories</b>
	<b>GED® Grad Day</b>	<b>Start with GED®</b>	<b>Education Benefits</b>	
The new year is the perfect time to encourage employees to make a resolution to continue their education and take advantage of the education benefits you offer.	GED Testing Service hosts an annual GED® Grad Day celebration on social media to recognize GED® graduates and all they have accomplished. You can participate by sharing stories and congratulating your GEDWorks™ graduates on your social channels during #GEDGradDay.	This is the season of fresh starts, and the perfect time for employees to embark on or continue their GED® journey.	As employees make their benefits selections for the year, find ways to highlight some of the valuable benefits they can take advantage of including GEDWorks™.	Celebrate the year by showing off this year's GEDWorks™ graduates.