CEWIL partners with post-secondary institutions, community members, employers, government, and students to champion work-integrated learning (WIL). WIL is a model and process of experiential education which formally and intentionally integrates a student’s academic studies with learning in a workplace or practice setting. WIL experiences normally include an engaged partnership between an academic institution, a host organization/employer, and a student. WIL occurs at the course or program level and includes the development of learning outcomes related to employability, personal agency, and life-long learning.

For the next month we want you to join the conversation and show the world how we #WILfromhome. Beginning April 1st, tweet, post and encourage your employer and community partners, students, and staff to showcase how work-integrated learning is continuing and thriving during this unprecedented time.

Let’s face it, the world has changed in the past few months, and how we connect, learn and continue to do business has shifted as well. There are still business problems to solve, and students who are eager and WIL-ing to gain experience, find meaningful solutions and build the skills they require to be successful following graduation.

It’s our time to broadcast to the world that WIL is continuing across Canada in large numbers. To help the efforts, we have put together some ideas and tools to make it as easy as possible to showcase how you #WILfromhome.
WAYS TO GET INVOLVED

Below are just a few ways to get involved. Be creative and get your students, staff and partners on-board in all or some of the following ways:

- Social Media contests - encourage students and partners to post how they are participating in #WILfromhome
- Post about webinars and virtual events that help to further develop student skills
- Feature students currently engaged in Work-Integrated Learning that have had to shift to working/learning remotely
- Post pics, videos and/or set-up IG Live Posts that show off new home offices/set-ups
- Encourage your teams to post about collaborations and successes or even new initiatives or projects with students, key employers and community partners during this time
- Post facts - i.e. Total number of students from your institution or organization engaged in WIL remotely

WHAT CAN I DO TO HELP?

All CEWIL members will play an important role in letting our partners and stakeholders know that WIL is happening at home.

- Be sure to follow these simple steps to get involved:
  - Tag CEWIL Canada’s twitter handle (@CEWILCanada) in all relevant posts
  - Use the hashtag #WILfromhome
  - Retweet and/or comment on and share CEWIL Canada’s posts via your own Twitter and LinkedIn accounts
  - Encourage your teams to update email signatures with the new #WILathome graphic (included)
  - Use the included frames and graphics to help generate posts and spread the word
  - Encourage students to share how they are engaging in WIL while at home
TOOLKIT

Social Media Posts - Examples ONLY

We encourage all members to use these example posts as inspiration and to develop your own that best convey your organization's personality and goals.

Instagram/Twitter post copy: Gaining valuable experience through the use of virtual reality simulation. #WILfromhome @CEWILCANADA

Twitter post copy: Our offices may look a bit different these days, but the work continues. #WILfromhome @CEWILCANADA

Instagram post copy: Although our offices look a bit different these days, work-integrated learning continues across Canada through the dedication of our students and collaboration of our employer and community partners.

Photoframes can be edited in the following manner:
1. Open PNG file in a design editing platform (i.e. Adobe Illustrator or InDesign). Add your own image on top of the landscape image and logo in the white space in the bottom left-hand corner of the graphic. Save new graphic as a PNG or JPEG to upload to your social media accounts.
2. If you have a Canva account, please send a request for the images to be shared to Jillian Nero, jnero@brocku.ca with the email attached to your account. Once received, you can add your logo and your own image to the graphic.

Photoframes

CEWIL Canada Brand Frames

Co-Branded Frames

Email Signature

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