Grow with Google

Grow with Google is partnering with 10 states across the country -- Arkansas, Connecticut, Delaware, Georgia, Massachusetts, Missouri, North Carolina, Oklahoma, South Dakota, and Virginia -- to provide residents with no-cost access to the Google AI Professional Certificate, Google AI Essentials, and Google Career Certificates through local public libraries, community colleges, and state workforce agencies.

Timing: Please help us spread the word by sharing LinkedIn posts from Google / Grow with Google (following our News from Google blog post). Or, draft your own post using the sample copy and assets below.

Highlights

- **10 states are opening doors to no-cost AI and career training.** With North Carolina joining as our 10th statewide partner through NC LIVE, Grow with Google now partners with 10 states (Arkansas, Connecticut, Delaware, Georgia, Massachusetts, Missouri, North Carolina, Oklahoma, South Dakota, and Virginia) to offer Google Career Certificates and AI training at no cost to residents.
- **Meeting learners in the places they trust:**
    - **Public libraries leading the way:** In Georgia, Delaware, Oklahoma, and North Carolina, statewide public library systems serve as the front door where residents can check out digital resources and take foundational AI and career courses at no cost.
    - **Connecting higher education with workforce demands:** In Missouri, state education and workforce agencies partnered to deliver AI training across local job centers. In Connecticut, Charter Oak State College launched an Online AI Academy to bring practical AI skills to students and workers alike.
    - **Driving local economic growth:** In Massachusetts, nearly 40,000 residents signed up for AI training through the MassTech AI Hub within six months of launch, and states like Virginia, Arkansas, and South Dakota are integrating AI coursework directly into state workforce programs, economic development councils, and career centers.
- **Practical skills that build real confidence:** Through the Google AI Professional Certificate and Google Career Certificates, learners gain hands-on experience with prompt design, workflow improvements, content creation, data analysis, and app building. They walk away with practical skills they can apply from day one, with no degree or prior experience required.
- **Proven career outcomes:** Over 1.5 million people globally (including 400,000+ in the U.S.) have graduated from Google Career Certificates, and over 70% of graduates report a positive career impact -- such as a new job, promotion, or raise -- within six months.
- **New government partnerships hub:** State and local leaders can explore how states are rolling out training and learn more at grow.google/gov.

Creative assets

- **Animated Video (MP4):** 10-State Postcard Animation
- **Static Graphic (PNG):** National Graphic 16:9, National Graphic 4:5, New Skills Graphic 16:9

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- **Blog Post (Live Nov 17 at 9:00 AM PT / 12:00 PM ET):** 10 states team up with Google on free AI training

Guidelines for Posting

- **Make it your own & spotlight your state.** Customize the bracketed [State / Program Name] and [Partner Enrollment Link] fields below to highlight your state's rollout, local milestones, and resident sign-up page.
- **Show residents where to enroll:** Include both your state's direct resident sign-up link and the blog post or grow.google/gov.
- **Tag us:** Use #GrowWithGoogle on all social channels. Tag Grow with Google on LinkedIn, and tag @Google on X and Facebook so our team can engage with and amplify your posts.

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Sample Social Copy for Partners

Channel	Draft Copy Options
LinkedIn — Option 1 (Statewide Milestone Angle)	We're proud that [State Name] is one of 10 states across the country partnering with @Grow with Google to bring no-cost AI and digital skills training directly to our residents. Through [Partner Organization / Program Name], residents across [State Name] can access the Google AI Professional Certificate, Google AI Essentials, and Google Career Certificates at no cost. These programs help people build job-ready skills in AI, cybersecurity, data analytics, project management, and more with no degree or prior experience required. Read more here: https://blog.google/company-news/outreach-and-initiatives/grow-with-google/ai-training-state-partnerships Residents in [State Name] can sign up and start learning today at: [Insert State Partner Link] #GrowWithGoogle
LinkedIn — Option 2 (Libraries & Community Access Angle)	When people want to learn a new skill or take the next step in their career, they turn to the places they trust most in their community. That's why [Partner Organization / Library System] teamed up with @Grow with Google to offer free access to Google Career Certificates and practical AI training. Whether you're looking to use AI to save time at work, grow a small business, or prepare for an in-demand career, you can access flexible, self-paced training from Google experts at no cost through your local library. Learn more about how [State Name] and 9 other states are teaming up with Google: https://blog.google/company-news/outreach-and-initiatives/grow-with-google/ai-training-state-partnerships Get started in [State Name]: [Insert State Partner Link] #GrowWithGoogle
LinkedIn — Option 3 (Workforce & Economic Opportunity Angle)	In [State Name], we're working with @Grow with Google to make sure every resident and small business has access to practical AI and career training at no cost. Alongside 9 other states across the U.S., [Partner Organization] is connecting career seekers, students, and workers with hands-on training in AI, cybersecurity, data analytics, and more -- where over 70% of Google Career Certificate graduates report a positive career outcome within six months. See how [State Name] is featured in Google's new 10-state partnership roundup: https://blog.google/company-news/outreach-and-initiatives/grow-with-google/ai-training-state-partnerships

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Channel	Draft Copy Options
	Enroll at no cost: [Insert State Partner Link] #GrowWithGoogle
Facebook	Exciting milestone! [State Name] is proud to be featured as one of 10 states across the country partnering with @Google to provide free digital and AI skills training to residents. Through [Partner Organization], you can access Google Career Certificates and the Google AI Professional Certificate at no cost -- on your own schedule, with no prior experience required. Read the announcement: https://blog.google/company-news/outreach-and-initiatives/grow-with-google/ai-training-state-partnerships Sign up in [State Name] today: [Insert State Partner Link] #GrowWithGoogle
X / Twitter	Proud that [State Name] is one of 10 states teaming up with @Google to offer no-cost AI & career training to residents! Through [Partner Organization], learners across our state can build practical skills with Google Career Certificates at no cost. Learn more: https://blog.google/company-news/outreach-and-initiatives/grow-with-google/ai-training-state-partnerships Sign up: [Insert State Partner Link] #GrowWithGoogle

Questions?

Reach out to Henry Deng (henrydeng@google.com)