

# Grow with Google

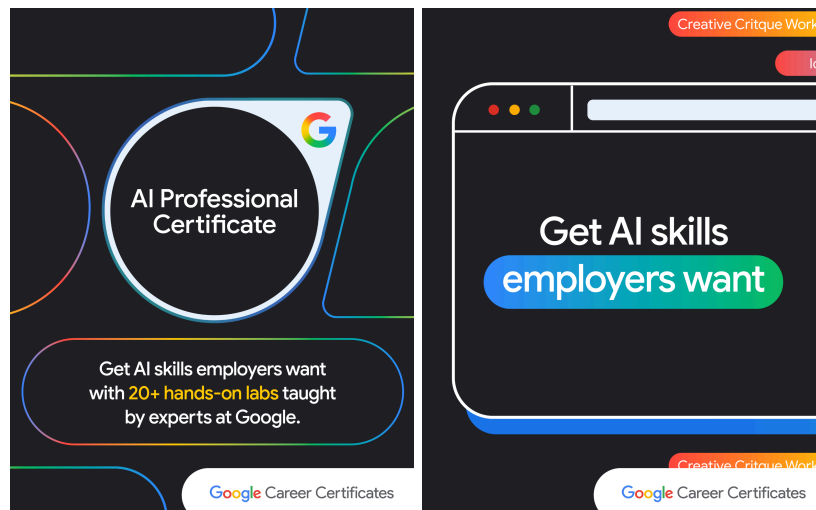
We just launched the **Google AI Professional Certificate**! Thank you for your dedicated partnership and collaboration.

📣 Please join us in spreading the word about today's announcement by sharing Google's social post or creating your own. Below, you will find guidelines to help you get started.

Share [Grow with Google's LinkedIn Post](#) or draft your own using the information below:

## Guidelines for posting

- **Make it your own.** As a general rule, please remember to adjust language from sample social posts as needed to ensure it aligns with your usual tone of voice and style, and to avoid repetition with others who may be using this toolkit.
- **Tag us, please 🙏** On LinkedIn, please directly tag [Grow with Google](#) and use **#GrowWithGoogle** on all other channels. This will help our social media team find posts to engage with.
- **Show people where to go.** Include a clear call-to-action and destination: "Learn more → [grow.google/AIcert](https://grow.google/AIcert)"
- **Make it stand out!** To increase visibility and engagement, consider including an eye-catching visual (posts with rich media typically perform better). Good news, we have Google Grade creative you can use:
  - Trailer Video: [60s YouTube](#), [60s File \(Horizontal\)](#), [30s File \(Horizontal\)](#), [30s File \(Vertical\)](#)
  - Promotional Assets ([Video](#), [GIF](#), [Static](#))



## About the [Google AI Professional Certificate](#)

We built the Google AI Professional Certificate to move learners beyond basic literacy to AI fluency. According to Ipsos, 60% of AI-fluent professionals report positive career outcomes such as a new job, promotion, or higher wages.

### Program highlights:

- **Expert instruction.** The certificate is developed and taught by Google experts with extensive experience using and building AI.
- **Employer vetted.** The curriculum is based on Burning Glass Institute labor market data and validated by the Skills-First Workforce Initiative, a coalition of some of America's largest employers.
- **Hands-on learning.** Build AI fluency through 20+ skill-building activities based on real workplace tasks, including:
  - Creating data-backed market research plans
  - Generating custom marketing assets
  - Building actionable project plans
  - Turning raw data into insights and visualizations
  - Producing compelling research reports and infographics
  - Vibe coding custom apps to streamline repetitive work
- **Flexible schedule.** 100% online and self-paced, learners can complete the program in under 10 hours.
- **Extended access to Google AI Pro.** Every learner receives three months of no-cost access to Google's most capable models to encourage active practice.
- **Empowering small businesses.** To support small business owners, Google provides no-cost access to this certificate and Google Workspace with Gemini for every U.S. small business and its employees. We are partnering with the Chamber of Commerce and SBDCs to expand this reach nationwide. Apply at [grow.google/smallbusiness](https://grow.google/smallbusiness).

### Sample Social Copy

#### LinkedIn

We believe in empowering our community with the skills of the future. That's why we're thrilled to support the launch of the **Google AI Professional Certificate** from Grow with Google.

This new program is designed to help professionals at any stage of their career move from "using" AI to "collaborating" with it. Through **20+ hands-on activities**, learners will master high-demand skills like:

- ◆ Data Analysis with Gemini
- ◆ App Building using AI Studio
- ◆ Strategic Planning with NotebookLM

It's time to unlock the economic promise of AI for everyone.

**Share this opportunity with your network:** [grow.google/AIcert](https://grow.google/AIcert) #GrowWithGoogle #DigitalSkills #AI #FutureOfWork

#### Facebook

Exciting news for our community! 🚀

We've teamed up with **Grow with Google** to share their newest training program: the **Google AI Professional Certificate**.

If you're looking to upgrade your skills or pivot your career, this is the perfect place to start. It's flexible, online, and designed by Google experts to help you master the AI tools employers are using today.

Plus, you don't need any previous experience to enroll!

**Check it out here:** [grow.google/Alcert](https://grow.google/Alcert) #GrowWithGoogle #AI #CareerSkills #OnlineLearning

#### X / Twitter

Big news! 🚀 We're proud to partner with @GrowWithGoogle to announce the new **Google AI Professional Certificate**.

This program is built to help workers master the practical AI skills employers are looking for right now.

See what you can build: [grow.google/Alcert](https://grow.google/Alcert) #GrowWithGoogle #AI #Workforce

**Questions?** Reach out to [gwgpartners@google.com](mailto:gwgpartners@google.com).