



NATIONAL AEROSPACE WEEK

#AEROWEEK2026

SOCIAL MEDIA TOOLKIT
SEPTEMBER 14 - 18, 2026

INTRODUCTION

SOCIAL MEDIA TOOLKIT

ABOUT NATIONAL AEROSPACE WEEK

National Aerospace Week is a weeklong celebration of the achievements and economic contributions of the U.S. aerospace and defense industry. Held each year during the third week of September, National Aerospace Week was established by the Aerospace Industries Association (AIA) in 2010.

It is an opportunity to recognize the workforce, companies, and innovation that strengthen our national security and keep America flying, exploring, and leading in aerospace and defense.

This toolkit is designed to help AIA members engage their audiences and amplify the impact of National Aerospace Week on social media. Members are encouraged to customize the sample posts and graphics to reflect their organization, workforce, products, and priorities.

Join the celebration by sharing how your organization contributes to the U.S. aerospace and defense industry and using **#AeroWeek2026**.

ABOUT THE AEROSPACE INDUSTRIES ASSOCIATION (AIA)

The Aerospace Industries Association represents the nation's aerospace and defense sector, a key driver of U.S. security, innovation, and economic strength. Since 1919, AIA has advanced policies that support industry competitiveness, workforce development, and technological leadership. As America celebrates its 250th anniversary, AIA ensures that our industry remains one of America's defining success stories — and a foundation for its future.



KEY MESSAGES



Strength of American Aerospace and Defense

Highlighting the power and economic contribution of the American A&D industry with 2026 Facts & Figures data and state fact sheets



Best-in-the-World Offerings

Showcasing the unmatched innovation, safety, efficiency, and quality of American-made aerospace and defense products



Policy Recommendations

Strengthening the industrial base through targeted policies and legislative priorities



Global Leadership

Emphasizing the industry's global leadership and its contributions to economic growth and national security



Workforce Solutions

Inspiring the next generation of the aerospace workforce and spotlighting the American Rocketry Challenge



SOCIAL MEDIA CONTENT

Customize the following content to better match your organization's voice and style.

NATIONAL AEROSPACE WEEK

- National Aerospace Week celebrates America's milestones in aerospace and defense and our continued drive to push boundaries, strengthen national security, and explore new frontiers. Join us in celebrating #AeroWeek2026 <https://youtu.be/LwEmDPpkY6Q>
- This National Aerospace Week, we honor the American workforce, manufacturers, and suppliers who power the aerospace and defense industry. Their expertise and commitment drive our industry forward and shape the future. #AeroWeek2026
- From the Wright brothers' first flight to the next footsteps on the Moon, aerospace has transformed our lives and expanded what's possible. Celebrate #AeroWeek2026 with us. <https://youtu.be/LwEmDPpkY6Q>
- From America's earliest flights to today's cutting-edge space missions, National Aerospace Week honors the visionaries who shaped our past and are building our future. #AeroWeek2026 <https://youtu.be/LwEmDPpkY6Q>
- For 100+ years, the aerospace and defense industry has broken barriers and soared to new heights. As we celebrate #AeroWeek2026, we recognize the innovators who are taking us higher, faster, and farther than ever before. <https://youtu.be/LwEmDPpkY6Q>



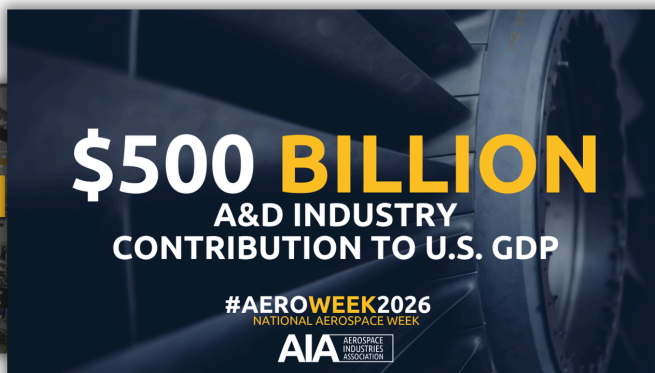
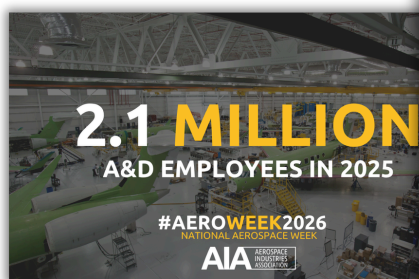
aia-aerospace.org

SOCIAL MEDIA CONTENT

Customize the following content to better match your organization's voice and style.

INDUSTRY & POLICY

- Modernizing America's air traffic control system is critical to the future of aviation. Investing in modern technology and infrastructure will help strengthen safety, reduce delays, and keep pace with the growing demands on our national airspace. #AeroWeek2026
- The United States continues to be the gold standard in aviation safety. Our country's aviation industry continually works to improve safety and advance innovation. #AeroWeek2026
- The U.S. aerospace and defense industry generated nearly \$1 trillion in total sales revenue in 2025, supporting 2.1 million jobs across all 50 states. That impact strengthens America's economy, national security, and global competitiveness. #AeroWeek2026
- The aerospace and defense supply chain supports 1.16 million jobs across America, representing 55.5% of the industry's 2.1 million jobs. We're proud to be part of the companies and workforce that keep America's aerospace and defense industrial base strong. #AeroWeek2026
- In 2025, the aerospace & defense industry generated \$500 billion in economic value, accounting for 1.6% of total U.S. GDP. #AeroWeek2026

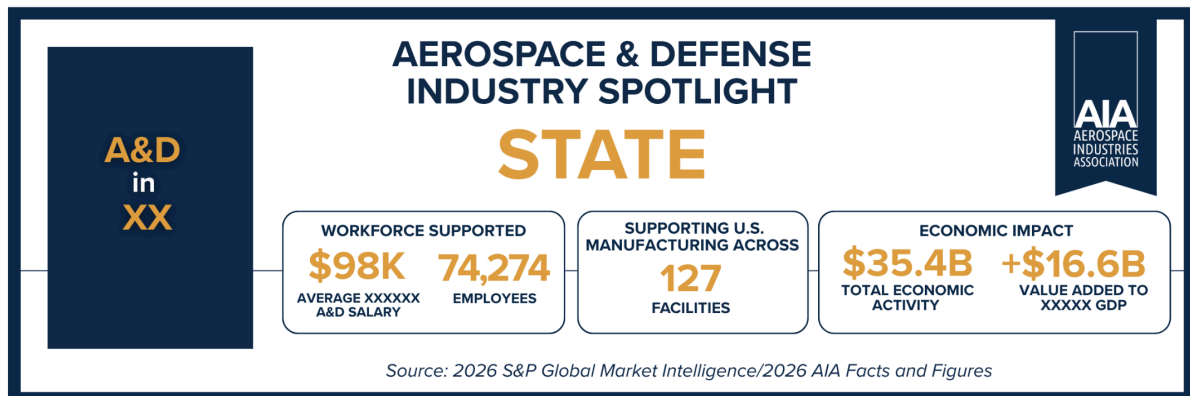


SOCIAL MEDIA CONTENT

The full 2026 Facts & Figures Report is available [here](#).

CUSTOMIZE YOUR POST

- Aerospace and defense is a major part of **[STATE]**'s economy and workforce. With **[NUMBER]** aerospace and defense jobs across the state, **[COMPANY NAME]** is proud to be part of an industry that helps keep America flying, secure, and moving forward. #AeroWeek2026
- **[COMPANY NAME]** is proud to be part of an industry that supports 2.1 million jobs across all 50 states. As a **[MANUFACTURER/SUPPLIER]** in **[CITY/STATE]**, our **[WORKFORCE/PRODUCTS/CAPABILITIES]** help strengthen America's aerospace and defense industry. #AeroWeek2026
- From **[COMPANY MILESTONE/ACHIEVEMENT]** to the next generation of **[TECHNOLOGY/CAPABILITY]**, **[COMPANY NAME]** is proud to be part of America's aerospace and defense legacy. Join us in celebrating National Aerospace Week. #AeroWeek2026
- **[COMPANY NAME]** is proud to be one of the small businesses helping power America's aerospace and defense industry. Our work in **[SPECIALTY/CAPABILITY]** supports **[CUSTOMER/PROGRAM/SECTOR]** and strengthens America's industrial base. #AeroWeek2026



SOCIAL MEDIA CONTENT

American Rocketry Challenge

AMERICAN ROCKETRY CHALLENGE

- This National Aerospace Week, we're highlighting @LaunchWithARC and the next generation of aerospace leaders. More than 110,000 middle and high school students have developed hands-on engineering and critical-thinking skills by designing, building, and launching rockets. Learn more and register by Dec. 6: <https://rocketrychallenge.org/#AeroWeek2026>
- @LaunchWithARC is more than a competition. It's a launchpad for the next generation of aerospace leaders. Students across the country are using STEM skills to design, build, and launch rockets while tackling real-world engineering challenges. Learn more: <https://rocketrychallenge.org/#AeroWeek2026>
- For more than 20 years, @LaunchWithARC has helped more than 110,000 middle and high school students develop hands-on engineering skills through the world's largest student rocket competition. This #AeroWeek2026, learn how students can get involved: <https://rocketrychallenge.org/#AeroWeek2026>
- **[COMPANY NAME]** is proud to support @LaunchWithARC, the world's largest student rocket competition. For more than 20 years, the program has given students hands-on experience designing, building, and launching rockets while developing the engineering skills needed for careers in aerospace and beyond. Learn more: <https://rocketrychallenge.org/#AeroWeek2026>
- **[COMPANY NAME]** is proud to support the next generation of aerospace talent through @LaunchWithARC. From designing and building rockets to solving real engineering challenges, students are gaining hands-on STEM experience that can help launch future careers in aerospace. Learn more: <https://rocketrychallenge.org/#AeroWeek2026>



Become a sponsor.
NATIONAL AEROSPACE WEEK

aia-aerospace.org

RESOURCES & REPORT ASSETS

2026 FACTS & FIGURES REPORT

Explore the latest data on the economic, workforce, trade, and national security impact of the U.S. aerospace & defense industry.



STATE FACT SHEETS

State-specific data highlighting the aerospace & defense industry's impact across the country.



FACTS & FIGURES SOCIAL GRAPHICS

Ready-to-share graphics featuring key industry statistics.



ARTEMIS II – AIA MEMBERS GRAPHIC

A graphic highlighting AIA members contributing to America's return to the Moon and the future of human space exploration.



AEROSPACE SUPPLIER FEDERAL RESOURCE GUIDE

A resource for small and medium-sized aerospace and defense suppliers featuring key federal programs, funding opportunities, and technical resources.



STATE OF THE RAMP: AEROSPACE AND DEFENSE PRODUCTION RAMP READINESS

AIA and PwC's report examining the industry's readiness to scale production and strengthen the aerospace & defense industrial base.



BAIN X AIA REPORT: THE STATE OF INVESTMENT IN DEFENSE

AIA and Bain will release a new report examining the state of investment in defense and its implications for the industry. **Stay tuned for the report's release in the coming weeks.**



STRENGTHENING AMERICA'S SPACE SUPPLY CHAIN: BUILT FOR YESTERDAY

AIA and PwC's report examines challenges facing the U.S. space supply chain and provides policy recommendations to strengthen the industrial base and support the future of national security, civil, and commercial space programs.



**FOLLOW US ON
SOCIAL MEDIA!**



aia-aerospace.org

VISUAL ASSETS

TO DOWNLOAD, SIMPLY CLICK ON EACH ITEM.



[NAW Logos](#)

[AIA Logos](#)

[NAW Graphics](#)

[Fact & Figures Graphics](#)

[America 250 \(Short Video\)](#)

[America 250 \(Long Video\)](#)

[American Rocketry Challenge Logos](#)

[American Rocketry Challenge Photos](#)

[VISUAL ASSETS](#)





AEROSPACE
INDUSTRIES
ASSOCIATION