



[www.directcareworks.com](http://www.directcareworks.com)

## **Social Media Launch - October 26, 2020**

RCPA is excited to launch the Direct Care Works pilot project to help recruit employees. The paid advertising campaign is focused on western Pennsylvania, but all RCPA members are encouraged to include their organization and employment opportunities. **We gathered these resources together for your use on social media platforms.** Below you'll find downloadable images and videos, sample posts, links to our social platforms and suggested hashtags.

Please be sure to like and follow **@directcareworks** on any platforms you use, including Facebook, Instagram, and Twitter.

### **Social Media Images**

- Download Social Media Images [here](#). We encourage you to use these images and/or videos on your social media channels.

**Video Sharing** – There are two 15-second DCW videos perfect for promoting on social media or embedding on websites. You should be able to download them directly here:

- [Video # 1](#) (via YouTube)
- [Video # 2](#) (via YouTube)
- Social Messaging for videos:
  - If helping people live their best lives is your passion, there is a career waiting for you.
  - Learn more about careers that make a difference!
  - Make a difference with a career that is more than a job. Become a Direct Care Worker today.
- You may also share individual videos directly from the [website](#).

### **Social Media Guide and Sample Social Media Posts**

- **Direct Care Works Website** – <https://www.directcareworks.com/>
- **Facebook** – tag [@directcareworks](#) when posting about us.
  - There are [Videos](#) on FB for easy sharing.
  - Sample posts:
    - There are hundreds of job openings in southwestern Pennsylvania for people who want to make a difference. Join those who are making a difference in the lives of individuals and families in need. Locate a job near you and APPLY TODAY.

- Are you looking for a rewarding career where you can also help people? Check out the career opportunities posted on [directcareworks.com](https://www.directcareworks.com).
  - You can make a difference in someone's life by pursuing a direct care position. Learn more about the roles and opportunities by visiting [directcareworks.com](https://www.directcareworks.com) today.
  - Check out these videos of direct support professionals in action and talking about their love of the field: <https://www.facebook.com/DirectCareWorks/videos>.
- **Instagram** – tag [@directcareworks](https://www.instagram.com/directcareworks) when posting about us.
  - Sharing video content works best on this platform. Share a video and you may include a post along with it, of any length, and include plenty of room for hash tags if you so choose (encouraged). Live links will not appear in Instagram posts.
  - We encourage liking and sharing [@directcareworks](https://www.instagram.com/directcareworks) Instagram posts.
  - Sample posts:
    - Video to link: <https://bit.ly/2Tmn1iG>  
Post: Make a difference with a career that is more than a job: **@directcareworks** #directsupportprofessionals
    - Jamie Lindsay [video post](#)  
Post: Make a difference with a career that is more than a job. Learn more about career opportunities that make a difference **@directcareworks**. #directcareworks #directsupportprofessional #directsupportstaff #directcareworker #WeAreEssential #DSPs
    - Christy Pastucha – Achieva [video](#)  
Post: Direct Support Professionals like Christy enjoy giving back & getting paid! #DSPRW2020
- **Twitter** – If you're savvy on Twitter, here's the DCW [media folder](#). Share a video and comment! Be sure to tag [@directcareworks](https://www.twitter.com/directcareworks) when posting about us.
  - Sample Tweets:
    - Hundreds of new, enriching career opportunities available in many health & #humanservices fields, including MH, drug & alcohol, intellectual & developmental disabilities, & more. Want to make a difference? There's a job waiting for you at **@directcareworks**. <https://bit.ly/2GvIXF8>
    - **@directcareworks** has hundreds of new, enriching #directsupportprofessional career opportunities available in western PA. Want to make a difference? There's a job waiting for you. Today. <https://bit.ly/2GvIXF8> #DSPs #makeadifference #WeAreEssential
    - If helping people live their best lives is your passion, a career is waiting for you. Visit the **@directcareworks** job portal today: <https://bit.ly/3iub4lc>
    - (Includes video link) Make a difference with a career that is more than a job: **@directcareworks** #directsupportprofessionals <https://bit.ly/2Tmn1iG>

**Tips & Tricks:**

**Make sure you tag @directcareworks in all your posts.** Please share the content on LinkedIn, but remember there is no DCW page to tag there --- although there will be soon! Watch for details. Share, share, share!

**Not sure about Instagram?** Keep in mind that sharing @directcareworks video content works best on this platform. Share a video using the YouTube or directcareworks.com video links and you may include a post along with it, of any length, and include plenty of room for hash tags if you so choose (encouraged). Live links will not appear in Instagram posts.

**Are you on YouTube?** – subscribe to the DCW [YouTube Channel](#) – If you have a YouTube Channel, add videos to your collections, or feature DCW as one of your “Featured Channels.”

- To add a Featured Channel, go to your YouTube channel page, click your profile photo on the YouTube homepage, select My Channel, and click Customize Channel. On the right side of the page, click the Add Channels button below Featured Channels.

**### What about Hashtags?** # are most appropriate for Twitter, Instagram, and LinkedIn. Twitter hashtags need to fit within the 280 character limit of the entire message (so add just a few most relevant ones that align with your messaging). For Facebook – stick to one, like **#DSPs** or **#directcareworkers**.

*Ideas for preferred hash tags include:*

#directsupportprofessional  
#directsupportstaff  
#directcareworker  
#directcareworks  
#peoplewithdisabilities

#DSPs  
#makeadifference  
#humanservices  
#humanservicesprofessional  
#fueyourpassion

#dspcareers  
#mentalhealth  
#caregivers  
#WeAreEssential  
#intellectualdisabilities

\*\* Again, you'll find these and other social media images available for [downloading here](#).

