

## **Social Media Guide**

- Primary hashtag: #CareCrisis
- Others you can use: #TogetherWeRise #Caregivers
- Send pics/videos to [mystory@seiu2015.org](mailto:mystory@seiu2015.org)

## **Facebook – Sample Posts**

- Groundbreaking new report by UC Berkeley sounds the alarm on the shortage of home care providers to meet the increasing needs of our aging population. Home care job need to be quality jobs! #Download the report here: <http://bit.ly/2zzbZ1j> *[Insert homecare crisis graphic]* #CareCrisis



- Raising wages is the key solution to solving California's homecare crisis! Our state needs an additional 200,000 homecare workers and we have to make sure these are quality jobs with dignity & respect. #CareCrisis



### Sample Twitter Posts

- RT: <https://twitter.com/SEIU2015/status/930180326579625984>
- RT: <https://twitter.com/SEIU2015/status/930193036885164032>
- Groundbreaking @UCBerkeley reveals chronic shortage of home care providers and low wages. #CareCrisis Report: <http://bit.ly/2zzbZ1j>



- We need 200,000 new homecare workers. These jobs must be quality jobs with dignity & respect for providers. #CareCrisis



- Raising wages is the key solution to solving California's homecare crisis! Join us at: <http://cacarecrisis.org> to help us solve this #CareCrisis.

- Our #CareCrisis is a racial justice issue AND a women's rights issue. 72% of homecare workers are workers of color, the vast majority women.



- Homecare workers are 2x as likely to live in poverty than other workers. It's time we make homecare jobs quality jobs! #CareCrisis #Caregivers

