

November 2022 RETAIN Success Story Social Media Toolkit

Below are sample Twitter, Facebook, and LinkedIn posts you can customize to help spread awareness of your state RETAIN Success Story to providers, employers, partners, and potential participants.




To get started, post your Success Story online. Insert the full URL into your social media posts. Learn more about the RETAIN audiences that each social media channel may reach:

- Employers, providers, government partners, and policymakers are active on [Twitter](#). Twitter has a 280-character limit. You can use hashtags to add context and make your Tweet searchable for Twitter users.
- Employers and government partners often maintain a LinkedIn presence. [LinkedIn](#) is a social media channel for a professional audience. You can add hashtags to your LinkedIn posts to make them searchable. LinkedIn does not have a character count restriction.
- Current and potential RETAIN participants may use [Facebook](#). Facebook connects friends, family, coworkers, and groups of people who share similar interests. Facebook offers a generous character limit of 63,206.

The *black text* in the social media messages below includes the main message of your post. Customize the *green text* with a link to your Success Story, your RETAIN program name, and/or other hashtags.

You can review other social media best practices with this [Retain Online Community resource](#). If you would like additional support building a custom campaign, please contact your RETAIN state TA liaison.

Twitter

Image	Post
 <p>Suggested alternative (alt) text: Elderly man with a headache touching forehead in a garage</p>	<p>RETAIN SUCCESS! Learn how our state RETAIN program encourages workers with a short-term injury or illness to stay at work or return to work safely. [story link] @USDOL #ODEP</p>
 <p>Suggested alt text: Woman in a yellow hard hat, safety glasses, and toolbelt taking measurements near machinery</p>	<p>NEW RELEASE: Learn how our partnership with [@local influencers and partners] helps workers in our state safely stay at work or return to work after illness or injury. [story link] @USDOL #ODEP</p>
 <p>Suggested alt text: Group of construction workers in hardhats reviewing plans</p>	<p>NOW AVAILABLE! Learn how [State Program Name] is helping workers stay on the job following injury or illness in this NEW success story. [story link] #ProgramName #ODEP @USDOL</p>



Suggested alt text: Two women working with a computer on a couch

[State Program Name] thanks **#WorkforceLeaders** and employers who help keep people on the job or return to work after short-term illness or **#WorkplaceInjury**. Together we are better! **[story link]**

LinkedIn

Image	Post
<p>Suggested alt text: Paper cutout of people holding hands in a circle</p>	<p>NEW! Learn how our state Retaining Employment and Talent after Injury/Illness Network (RETAIN) program, supported by a grant from @USDOL, helps employers keep workers with short-term injuries or illnesses on the job or safely return to work. [story link] #WorkHealth #WorkforceDevelopment</p>
<p>Suggested alt text: Two people shaking hands</p>	<p>Thank you, _____! See how #RETAIN partnered with [@tagging local influencers and partners] at [#event] to help workers in #state [use appropriate hashtag for your state] safely stay on the job or return to work after illness or injury. [story link]</p>



Suggested alt text: Group of smiling people standing in line

NOW AVAILABLE: We are continuing to help workers stay on the job following injury or illness, as you can see in the latest success story from [\[@State Program Name\]](#), an initiative sponsored by @USDOL in collaboration with @SocialSecurity. [\[story link\]](#)



Suggested alt text: Fireman dressed in black and yellow gear




SUCCESS! [\[State Program Name\]](#) supports local #workforce leaders and employers helping people safely stay at work or return to work after a [#WorkplaceInjury](#) or illness. Read more about our work here: [\[story link\]](#)
[#CommunityEngagement](#)
[#WorkforceDevelopment](#)



Suggested alt text: Person growing a light bulb in a garden

We are excited to highlight the successes of [\[State Program Name\]](#)'s collaboration with [\[@Partner Organization Name\]](#) as we shared RETAIN information with local employers! Read more about how you can become a RETAIN-friendly employer here: [\[story link\]](#)
[#WorkforceDevelopment](#)

Facebook

Image	Post
	<p>Look at how our state RETAIN program is helping workers with an injury or illness safely stay at work or return to work: [story link]</p>
	<p>NEW RELEASE! Our program is teaming up with [@tagging local influencers and partners] to provide inclusive stay-at-work/return-to-work (SAW/RTW) services to hundreds of new people! [story link]</p>
	<p>NOW AVAILABLE! See how [State Program Name] is helping workers stay safely employed following injury or illness in this NEW success story. Read more about the program's impact here: [story link]</p>

Suggested alt text: Man making a rectangle with his hands

Suggested alt text: Group of young people sitting together laughing

Suggested alt text: Man in a yellow hard hat



Suggested alt text: Group of workers in hard hats reviewing construction plans

Get in on the story! [\[State Program Name\]](#) is supporting local workforce leaders and employers by helping people safely stay at work or return to work. Learn more here: [\[story link\]](#)



Suggested alt text: Two people working at a whiteboard

[\[@Employer Name\]](#) employees now know they have support to stay at work or return to work after a short-term illness or injury. Thank you to [\[employer contact\]](#) for allowing us to share RETAIN with your team! See more about our work together here: [\[story link\]](#)

RETAIN WORKS

Kansas is participating in RETAIN (Retaining Employment and Talent After Injury/Illness Network) to build connections and improve coordination among employers, health care providers, and other key parties to help newly injured and ill workers stay in the workforce. The Kansas Department of Commerce leads RETAINWORKS in coordination with several partners. The U.S. Department of Labor, in collaboration with the Social Security Administration, sponsors RETAIN.

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