

Messaging guide: Recruiting child welfare professionals

A tool to help in the creation of recruitment messaging in digital and paper materials

This messaging guide provides sample language you can use—and adapt—for local recruitment. Whether you're drafting an email, social media post, or job announcement, this tool is meant to help you connect with potential applicants in a way that reflects your agency's values and community culture. You don't have to use the language exactly as written. Each section includes prompts you can personalize to fit your recruitment area.

Email outreach

You can email your contacts directly, use a listserv, or partner with outside orgs to spread the word. Create a subject line that clearly says you're hiring and names the county—it helps people know who you are, that you're hiring, and increases the chance they'll open the email.

Subject line options:

- Build a long-term career with training and advancement opportunities!
- Child welfare careers open in [Town or Tribal nation].
- Grow your career while helping children and families thrive [Town or Tribal nation].

Messaging tips

Speak like you would to a trusted colleague. Use plain language, short sentences, and positive, specific words that reflect your community. Avoid jargon—people should understand what you mean the first time they read it.

Content and design resources

- Meta's [How to use social media for your business](#)
- LinkedIn's [Build your voice guide](#)
- Canva's [Quick guide to brand voice](#)

Body

Hi [Name],

We're hiring a [Job Title] in [County/Tribal Nation]! Make a difference for children and families, build your skills, and grow with a supportive team offering training, mentorship, and advancement.

Position: [Job Title]

Location: [County/Region/Tribe]

Why it matters: [Add a quote or local strength—e.g., "This is a stable, rewarding career with strong benefits and growth opportunities."—Mykell, Caseworker]

Benefits: [List examples—e.g., mileage reimbursement, paid training, tuition support, etc.]

Apply or share the link: [Insert job link].

Thanks for helping us spread the word!

[Your name and contact info]

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Job posting

These postings are where people go for the details. Make sure it's clear what the role is, where it's located, and how to apply.

Headline: Now Hiring: [Job Title] in [County/Region/Tribal nation]

Body: Build your career while making a difference in [Tribal nation or Community name]. As a [Job Title] with [Agency Name], you'll gain valuable skills, work with a supportive team, and have a direct impact on helping children and families stay safe, supported, and connected.

Key responsibilities:

- Provide case management to children and families (e.g., assess needs, develop plans, connect families to resources)
- Work with schools, courts, and community partners
- Advocate for children's safety and well-being through regular home visits and ongoing support

What we offer:

- Competitive salary and benefits package
- Paid training and professional development
- Tuition support
- Mileage reimbursement
- A supportive team environment

Apply here: [Insert short URL]

Suggested keywords for online visibility:

These are common search terms (like "social work jobs near me") that help people find your job postings more easily online. Adding them to your job descriptions, website, or social media posts improves search engine visibility. Try to naturally include 1–2 keywords in your headline or opening sentence.

Examples: children's services careers | case manager jobs | social work jobs near me | teaching jobs | [name of state] workforce | social work jobs [name of state]

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Text message

Texting is useful for hiring updates people can read right away on their phones. Send directly or through a platform that supports group texts—be sure to include a link to the job posting.

Message: Hi [First Name] – We're looking for a [Job Title] in [County/Tribal Nation]! Enjoy paid training, competitive salary and benefits, and the chance to make an impact in your community—all with a supportive team behind you. Apply here: [Short link]

Social media post

Social media helps you build visibility and reach people quickly. Use it when you want to raise awareness, share job openings broadly, or encourage others to repost within their networks. Use high-contrast backgrounds so your logo is visible.

Caption: We're hiring a [Job Title] to serve families in [County or Tribal Nation]!

Here's your chance to build community, support children, and work with a team that values [insert: trust, growth, culture, etc.].

Learn more and apply: [Short link] #CaseManagerJobs #ChildWelfareCareers #SocialWorkJobs #TribalChildWelfare #[TribalNationName]Careers

Quick platform tips

- **Facebook/Meta:** Use friendly, community-focused language and include a clear link to apply.
- **Instagram:** Pair short captions with eye-catching photos or reels; use location hashtags.
- **LinkedIn:** Emphasize career growth, benefits, and professional development.
- **Twitter/X:** Keep it short and urgent, and link directly to the application.

Free stock photo sources: nappy.co | pexels.com | unsplash.com

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Sources:

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