Care Economy Workforce  
Messages and Guidance for Members

**Purpose:** Leaders need to develop solutions to attract, retain and develop the qualified workforce required to meet the needs of older adults. Providers can redefine themselves and the sector by being vocal advocates to ensure government delivers needed resources for older adults. Now is also the time to highlight our dedicated, compassionate care professionals, who have overwhelming public support and who support us and our families even under difficult circumstances.

LeadingAge Virginia is committed to providing its members with care economy workforce messaging that can be used to recruit new team members.

**Background:** The Long Term Services and Supports workforce faces significant challenges in Virginia and across the U.S. that were exacerbated by the COVID-19 pandemic and must be addressed so high-quality services and supports can be provided to a rapidly growing older population. Supporting the workforce is central to improving perception of aging services providers and making Virginia a destination state for retirees and health care professionals.

**Coordination:** Members are strongly encouraged to contact LeadingAge Virginia for assistance coordinating messaging on this topic and align media relations and social media efforts.

**How To Enhance Your Messaging:**

- Telling the story of staff-resident bonds is powerful.
- Humanize stories whenever possible.
- Use “professional caregivers” vs. “providers/care workers”
- Enlist messengers and ambassadors the public finds persuasive, especially older adults, families, and professional caregivers.

**Sample Social Media Posts:** Social media is a great communications tool to focus on the impactful work of caregiving professionals. Try using Instagram takeovers, Facebook Live events, and invite caregivers to serve as message amplifiers by sharing your social media posts to augment your content. LeadingAge also has social media images you can add to your posts. We encourage you to schedule posts throughout the year and especially during career-themed
campaigns such as Careers in Aging Week. Remember to use consistent and high-impact hashtags. Take advantage of LinkedIn if your community uses the platform.

Here is a link to Virginia’s designated dates enacted by the Virginia General Assembly. While this list is not all-inclusive, it does include specific designated dates that impact the aging services field and can be leveraged for your social media activities.

- “Today we’re celebrating (caregiver story)! We encourage you to comment on this post with an anecdote of how an aging services staff member touched your life.”
- “DYK? The aging services field offers a wide range of job opportunities, including culinary, dining, retail hospitality, maintenance, transportation, IT services/support, and more! Explore job opportunities today: (community job page or https://careers.leadingagevirginia.org/)”
- “Looking for career inspiration? Check out this story on (caregiver/job).”
- “Are you searching for an inspirational, rewarding and challenging career?” Learn more about our (caregiver story/job).”
- “Are you looking for part-time or temporary work? Explore job opportunities today: (community job page or https://careers.leadingagevirginia.org/)”
- “Do you work well with people and want to make a difference? Explore job opportunities today: (community job page or https://careers.leadingagevirginia.org/)”
- “Are you looking for a rewarding career and excellent training opportunities. At (community), we offer (training program or educational benefit).”

Resources and Recruitment Information:

- Opening Doors To Aging Services
- Dos and Don’ts
- Feeling Valued Because They Are Valued
- LeadingAge Recruitment Tools
- Careers That Love You Back video