



MICHIGAN DEPARTMENT OF
**LABOR & ECONOMIC
OPPORTUNITY**

**EMPLOYMENT
& TRAINING**



Talent Pipeline Management (TPM) Behavioral Health Careers – Social Worker Careers in Michigan

Promotional Toolkit for Partners 2023-2024



Talent Pipeline Management (TPM) Behavioral Health – Social Work Toolkit for partners to help promote social work careers in Michigan

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training has created this toolkit to help partners promote the value of Social Worker career opportunities in the state.

The Michigan Department of Labor and Economic Opportunity's Office of Employment and Training has developed this toolkit, in partnership with CMHA, to help partners promote the value of Social Worker career opportunities in the state.

CMHA has included recommended language on how the toolkit can be used by various partners: employers, college academic advisors, and high school guidance counselors.

Below are some resources to support our membership and partners in promoting social work career opportunities with their audiences.

Sample Website Language

The following language may be used, with modification, to promote Social Worker careers in Michigan.

Social work is the helping profession.

Social workers enhance human well-being and help meet basic and complex needs of all people, with a particular focus on those who are vulnerable, oppressed and living in poverty.

Social workers deal with external factors that impact a person's situation and create opportunities for assessment and intervention, to help clients and communities cope effectively with their reality – and change that reality when necessary.

There are more than 600,000 professional social workers in the United States. There are more clinically trained social workers than clinically trained psychiatrists, psychologists, and psychiatric nurses combined. And many more are needed.

If you're looking for an in-demand career that can provide you with meaning and satisfaction, social work is a great field to consider.

Social workers are needed throughout Michigan, and there are many resources available to help those interested in pursuing a career in social work.

Not sure where to get started? Visit <https://www.onetonline.org/link/summary/21-1023.00> for more information about social work opportunities.

EMPLOYER Recommendation: Place the contact information for your HR or recruitment representative here- You can also contact [NAME, TITLE, PHONE NUMBER & EMAIL ADDRESS] to learn more about our social work career opportunities.

COLLEGE ACADEMIC ADVISOR Recommendation: Place the contact information for your social work/social science academic advisor here- You can also contact [NAME, TITLE, PHONE NUMBER & EMAIL ADDRESS] to learn more about social work educational and career opportunities.

HIGH SCHOOL GUIDANCE COUNSELOR Recommendation: Place the contact information for a local partner, like a community mental health provider or representative from a college

social work program, here- You can also contact [NAME, TITLE, PHONE NUMBER & EMAIL ADDRESS] to learn more about social work educational and career opportunities.

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If you're looking for a career with meaning, action, diversity, satisfaction, and a variety of options, you may want to consider social work.

Social workers help people of every age and background – in thousands of ways and in every part of the state. Social work is different from other professions because social workers focus both on the person and their environment.

Tackling poverty, advocating for the vulnerable and supporting mental health can be challenging and demanding – but a career as a social worker offers many unique benefits:

- **Make a Positive Impact** - Social workers improve the quality of life for individuals, families and communities.
- **Every Day Is Different** - Day-to-day responsibilities of social workers can vary widely.
- **Flexible Hours** - Social work can be demanding, but social workers can find roles that suit their lifestyle.
- **Opportunities for Specialization** - Social workers can act on their passion for an issue.
- **In-Demand Field** - Social workers can expect promising job growth in the years to come.

Social workers transform lives and reshape communities. Their daily contributions to society make the world a better place – and the power to inspire change makes a career in social work truly meaningful.

Social workers are needed throughout Michigan, and there are many resources available to help those interested in pursuing a career in social work.

You can learn more about social work opportunities by visiting the O-NET career resources website. This free tool allows you to explore careers, skills, and requirements to see how the path to social work is right for you. Get started at <https://www.onetonline.org/link/summary/21-1023.00>.

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Social workers are in great demand throughout Michigan. Have you ever wondered what they do?

Most people know social workers help relieve people's suffering and improve lives and communities. But did you know social workers also advocate for change to improve social conditions and strengthen the social net?

Social workers help guide people to critical resources and counsel them on life-changing decisions. They help people deal not only with how they feel about a situation, but also with what they can do about it.

Social workers can be found in hospitals, helping people cope with acute conditions and chronic illness. They provide therapy at community health centers. Social workers help prevent students from dropping out of school and help justice-involved individuals as they reenter communities. They provide long-term care in nursing homes, outreach in homeless shelters, and serve as clinical therapists to members of the military and veterans.

In short, social workers can be found in virtually every walk of life.

There are many resources available to help those interested in pursuing a career in social work. You can learn more about social work opportunities by visiting the O-NET careers resources website. This free tool allows you to explore social work careers, skills, and requirements to see if social work is right for you. Get started at <https://www.onetonline.org/link/summary/21-1023.00>.

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Sample Email Language

The following email messages may be used, with modification, to promote Social Worker careers to various audiences.

Have you considered a career in social work?

Social workers make a meaningful, daily impact in people's lives. They enhance human well-being and help meet basic and complex needs of all people, with a focus on those who are vulnerable, oppressed and living in poverty.

There are more than 600,000 professional social workers in the United States – and many more are needed.

If you're looking for an in-demand career that can provide you with meaning and satisfaction, social work is a great field to consider.

There are many resources available to help those interested in pursuing a career in social work. Visit the O-NET career resources website to discover social work careers, skills, and requirements. This free online tool allows you to explore if social work is right for you. Get started at <https://www.onetonline.org/link/summary/21-1023.00>.

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If you're looking for a career with meaning, you may want to consider social work.

Social workers help people of every age and background – in thousands of ways and in every part of the state.

Tackling poverty, advocating for the vulnerable and supporting mental health can be challenging and demanding – but a career as a social worker offers many unique benefits. Those include:

- **Make a Positive Impact** - Social workers improve the quality of life for individuals, families and communities.
- **Every Day Is Different** - Day-to-day responsibilities of social workers can vary widely.
- **Flexible Hours** - Social work can be demanding, but social workers can find roles that suit their lifestyle.
- **Opportunities for Specialization** - Social workers can act on their passion for an issue.
- **In-Demand Field** - Social workers can expect promising job growth in the years to come.

Social workers transform lives and reshape communities. Their daily contributions to society make the world a better place – and the power to inspire change makes a career in social work truly meaningful.

Social workers are needed throughout Michigan, and there are many resources available to help those interested in pursuing a career in social work.

You can learn more about social work opportunities and what it means to be a social worker by visiting O-NET's career resources. This free tool allows you to explore skills, requirements, wages and programs in Michigan to help you understand if social work is right for you. Get started <https://www.onetonline.org/link/summary/21-1023.00>.

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Social workers help guide people to critical resources and counsel them on life-changing decisions. They help people deal not only with how they feel about a situation, but also with what they can do about it.

Social workers can be found in hospitals, helping people cope with acute conditions and chronic illness. They provide therapy at community health centers. Social workers help prevent students from dropping out of school and help justice-involved individuals as they reenter communities. They provide long-term care in nursing homes, outreach in homeless shelters, and serve as clinical therapists to members of the military and veterans.

In short, social workers can be found in virtually every walk of life.

You can learn more about social work opportunities by visiting the Michigan Pathfinder career exploration website. This free tool allows you to explore careers, schools and programs in Michigan to help you create a custom roadmap for the path that is right for you. Get started here.

EMPLOYER Recommendation: Place the contact information for your HR or recruitment representative here- You can also contact [NAME, TITLE, PHONE NUMBER & EMAIL ADDRESS] to learn more about our social work career opportunities.

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Sample Social Media Messages

The following social media messages may be used, with modification, to promote Social Worker careers.

Have you considered a career in social work? Social workers make a meaningful, daily impact in people's lives. Discover part of what it means to be a social worker at

<https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Social workers are needed throughout Michigan, and there are many great resources available to help you pursue a career in social work. Visit **<https://www.onetonline.org/link/summary/21-1023.00>** to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

If you're looking for an in-demand career with meaning and significance, you may want to consider social work. Explore social worker careers, schools, programs and expected wages at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

Social workers transform lives and reshape communities. Their daily contributions to society make the world a better place – and the power to inspire change makes a career in social work truly meaningful. Discover social worker careers, schools and programs at

<https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

If you'd like a career path that is personally rewarding – an opportunity to make a difference in the world – you may want to consider a career in social work. Discover what social work means at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

Michigan employers are hiring social workers now. Explore social worker requirements at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

The biggest reward of being a social worker? Enabling individuals, families and communities to thrive for the good of all. Explore social worker careers, schools, programs and expected wages at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

Interested in a rewarding career as a social worker, but not sure where to get started? Discover social worker careers, schools and programs at **<https://www.onetonline.org/link/summary/21-1023.00>**.

#SocialWork #SocialWorkMichigan

Social work is the helping profession. Social workers help meet basic and complex needs of all people, with a focus on those who are vulnerable, oppressed and living in poverty. Explore social worker career paths at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

Social workers help people of every age and background – in thousands of ways and in every part of the state. Visit **<https://www.onetonline.org/link/summary/21-1023.00>** to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

Tackling poverty, advocating for the vulnerable and supporting mental health can be challenging – but a career as a social worker is truly rewarding. Explore social worker career paths at

<https://www.onetonline.org/link/summary/21-1023.00>, or visit [YOUR WEBSITE] to learn more. #SocialWork #SocialWorkMichigan

No two days are the same for social workers! Their day-to-day responsibilities can vary widely.

Discover more about what it means to be a social worker at

<https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Would you like a career with flexible hours? Social workers can find roles that suit their lifestyle. Visit

<https://www.onetonline.org/link/summary/21-1023.00> to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

Social work is a growing field: Social workers can expect promising job growth in the years to come.

Discover social worker careers, schools and programs at

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Social workers transform lives and reshape communities. Their daily contributions to society make the world a better place – and the power to inspire change makes a career in social work truly meaningful. Visit <https://www.onetonline.org/link/summary/21-1023.00> to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

Social workers can be found in virtually every walk of life. They provide long-term care in nursing homes, outreach in homeless shelters, and serve as clinical therapists to members of the military and veterans. Visit <https://www.onetonline.org/link/summary/21-1023.00> to explore social worker career paths today! #SocialWork #SocialWorkMichigan

Social workers provide therapy at community health centers, help prevent students from dropping out of school, and assist justice-involved individuals as they reenter communities. Explore what it means to be a social worker at <https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Social workers give special attention to vulnerable and oppressed communities. They are often motivated by causes they care about and can act on their passion for an issue. Visit

<https://www.onetonline.org/link/summary/21-1023.00> to explore social worker career paths today! #SocialWork #SocialWorkMichigan

Social workers can find many opportunities for flexible schedules, part-time work and contract work as an alternative to a traditional full-time role. Discover social worker careers, schools and programs at <https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Being a social worker involves interacting with people from all types of backgrounds, leading to better communication and leadership skills while deepening your understanding and knowledge of human relationships. Visit <https://www.onetonline.org/link/summary/21-1023.00> to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

Social workers operate with a healthy level of autonomy – this independence can be a valuable benefit for people who desire a more flexible work schedule. Discover social worker careers, schools and programs at <https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

There are more than 600,000 professional social workers in the United States – and many more are needed. Visit <https://www.onetonline.org/link/summary/21-1023.00> to explore what it means to be a social worker today! #SocialWork #SocialWorkMichigan

Did you know there are more clinically trained social workers than clinically trained psychiatrists, psychologists, and psychiatric nurses combined? Discover social worker careers, schools and programs at <https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Social workers are in demand: The U.S. Bureau of Labor Statistics projects that the social work field is growing faster-than-average over the next seven years (with a 16% increase in employment

opportunities compared to all other occupations!) Visit <https://www.onetonline.org/link/summary/21-1023.00> to discover social worker careers, schools and programs. #SocialWork #SocialWorkMichigan

Social work ranks in the top 10 most meaningful occupations, according to Forbes. Social workers make positive impacts on people and communities – and this can provide a real sense of accomplishment for those who dedicate their lives to this field. Explore social worker career paths **at** <https://www.onetonline.org/link/summary/21-1023.00>. #SocialWork #SocialWorkMichigan

Graphic Images

Graphic imagery to promote Social Worker careers; one version of each includes space for partners to insert name, logo, website address, etc. All photos save as a PNG. You may have to copy and place these photos into Word to download.

Social Work image 01 BLANK.png



Social Work image 01.png



Social Work image 02 BLANK.png



Social Work image 02.png



Social Work image 03 BLANK.png



Social Work image 03.png



Social Work image 04 BLANK.png



Social Work image 05 BLANK.png



Social Work image 05.png

