

Caring for ME

Campaign to Help with Recruitment



MAINE
DEPARTMENT OF
LABOR



An effort of the Maine Departments of Labor, Health & Human Service and Economic Development and informed by an industry advisory council, and a survey of more than 700 current and potential future direct care workers in Maine, the Caring for ME campaign aims to attract more employees into a variety of settings within the direct care and behavioral health fields.

1. Direct people to the website

The Caring for ME website houses valuable information about the campaign as well as resources to help current workers and job seekers find the information they need to enter and succeed in the field.

- Post the Caring For Me website in every job posting with the tagline: **Want to know more? Get advice and help through [CaringforMe.org](https://www.caringforme.org).**
- Direct applicants to the Training and Resources pages.
- Make sure your open positions are listed on Caring for ME by registering at www.joblink.maine.gov/employer.

2. Use the Real Story videos

Several of [CaringforMe.org](https://www.caringforme.org)'s “Real Stories” include long-form videos of various workers’ interviews and serve as an ideal recruitment tool.

- At in-person hiring events/job fairs: Set up a laptop and run the videos on a loop to engage potential workers.
- For virtual hiring events: Use the videos as a recruitment tool to highlight open positions.
- Post the videos on your social media accounts for more views/engagement.

If you have any questions about using these resources, or need additional information or campaign assets, please contact us through the online form at:

[CaringForMe.org](https://www.caringforme.org)

3. Host or attend an event

Caring for ME will produce moderated online events to guide prospective employees into various healthcare career pathways, which can be found on the website’s **Events page**.

- For virtual events: Join as a participant and provide links if you’re hiring in the chat function.
- At in-person hiring events/job fairs: We will provide collateral for [CaringforMe.org](https://www.caringforme.org) that employers can display at their booths.
- Share event information with prospective employees, on social media, and through other channels.

4. Share on social media

The Caring for ME campaign is on **Facebook**, **Instagram**, and **LinkedIn**.

- Share news of your job openings and upcoming hiring events and tag Caring For Me social media accounts.
- Follow Caring For Me social media accounts and interact or comment with your business account to be more visible to potential workers.
- Share Caring For Me’s “Real Stories” video and testimonial links on your own business page when they align with a position you’re recruiting for.

5. Capture & share jobseeker feedback

Employers can help us track how many job seekers have learned about direct care work and were influenced by the Caring for ME campaign.

- Add “Caring For ME” to your job postings/applications’ “how did you hear about us?” questions and share back any success with job candidates.
- Share feedback you receive about the campaign with us.