

Social Service Workforce Week

A Decade of Progress A Future of Promise

23-27 October 2023

#SSWWeek



Social Service Workforce Week 2023: Social Media Toolkit

Background

Every year the Global Social Service Workforce Alliance hosts [Social Service Workforce Week](#) to advocate for social service workers and raise awareness of workforce strengthening efforts across the globe. This year, the week will be held from **October 23-27** under the theme: [A Decade of Progress, A Future of Promise](#). To commemorate the 10th anniversary of the Alliance, the week will celebrate global-, regional- and country-level progress in strengthening the social service workforce over the past decade and will advocate for continued efforts to strengthen the workforce in the next decade.

How to Get Involved

As a global network, we rely heavily on our members and the public to advance our advocacy messages. Join in by sharing the pre-written content and graphic found below throughout your social media channels or post your own content using the hashtag **#SSWWeek**. Be sure to also follow the Global Social Service Workforce Alliance for easy-to-share posts throughout the week.

X (formerly Twitter): [@SSWAlliance](#)

LINKEDIN: [@GSSWAlliance](#)

FACEBOOK: [@SSWAlliance](#)

Sample Social Media Posts

Decade of Progress, A Future of Promise Theme Posts:

- Tremendous strides have been made to strengthen the #socialserviceworkforce over the last decade and beyond. But this work is far from complete. Let's show our commitment to another decade of workforce strengthening by prioritizing it financially. #SSWWeek
- Over the past decade, we've seen increased recognition of the essential role of #socialservice workers in supporting the most at-risk populations. But this recognition has not always resulted in increased investment in or support for these workers. Let's change this! #SSWWeek

- The development of national frameworks, improved accreditation systems, & an increase in the # of workers in many countries are some of the ways the #socialserviceworkforce has been strengthened over the last 10 years. Imagine what we can achieve in another 10 years! #SSWWeek
- This week is #SSWWeek! Over the past decade, we've witnessed the increasingly important role of the #socialserviceworkforce in supporting individuals & communities impacted by #conflict, #climate-related disasters & #COVID19. Join us in recognizing this critical role.
- Supported by @PEPFAR, the #SocialWelfare Workforce Strengthening Conference in 2010 launched a global movement to strengthen the #socialserviceworkforce. @SSWAlliance was 1 initiative from the conference. This #SSWWeek, we celebrate progress made & look to continue the momentum.

General Workforce Strengthening Posts:

- Failing to strengthen the #socialserviceworkforce limits the effectiveness of programs and leaves costly social problems unresolved. A well-planned, developed, and supported workforce has lasting benefits for society and must be prioritized politically and financially. #SSWWeek.
- In a world where too many people face poverty, social exclusion, inequality and social injustice, a strong #socialserviceworkforce is urgently needed. This #SSWWeek, we join @SSWAlliance in calling for greater investment in and support for all #socialservice workers.
- In too many places, the #socialserviceworkforce is not prioritized or supported, limiting their ability to properly support the most at-risk populations. Let's take action to ensure all #socialservice workers are backed by political, financial, technical & moral support. #SSWWeek
- As an advocate for the #socialserviceworkforce, we're joining @SSWAlliance this #SSWWeek to call for greater investment in and support for all #socialservice workers.
- #Socialservice workers are the heart of any #socialservice system. Let's take action to ensure all #socialservice workers are backed by proper political, financial, technical & moral support. #SSWWeek

Annual Symposium Posts:

- Join @SSWAlliance for their annual symposium on 26 October during #SSWWeek. To commemorate their 10th anniversary, the event will explore country, regional and global progress in #socialserviceworkforce strengthening over the past decade.

Register  <https://bit.ly/3rymclw>

- Join @SSWAlliance to review 10 years of #socialserviceworkforce strengthening at a global, regional and country level during their virtual Annual Symposium on October 26th.

Register  <https://bit.ly/3rymclw>

Social Media Graphic (Social Service Workforce Week)





Social Service Workforce Week

**A Decade of Progress,
A Future of Promise**

23-27 October 2023

#SSWWeek socialserviceworkforce.org

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Social Media Graphic (Annual Event)





ANNUAL SYMPOSIUM

**A Decade of Progress,
A Future of Promise**

26 October 2023 | 8-10 AM ET, 12-2 PM GMT

#SSWWeek socialserviceworkforce.org

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