

**THIS IS YOUR
OPPORTUNITY!**



Developmental Services **EMPLOYMENT DRIVE TOOLKIT**

This campaign positions the sector as a valued career choice. In this toolkit, we'll outline all of the materials that you have at your disposal to raise awareness of the Developmental Services sector and generate interest in your community.

The goal of this campaign is to attract future developmental services professionals to the field. We encourage you to plan your local campaign with all the new tools available to you, and share the benefits of this exciting opportunity!

LET'S GET STARTED!



INTRODUCTION

Take part in the new Developmental Services Employment Campaign

- It's colourful and draws attention
- It focuses on what a job seeker is after: a great career opportunity
- There are many support points to substantiate why this sector is a great career choice
- Customizable templates allow you to tailor the assets to your specific needs

Who should you target with these marketing materials?

- Youth (high schools, colleges and universities)
- Newcomers
- Adults who are looking for a new or second career, particularly a rewarding career
- Both Anglophones and Francophones

CAMPAIGN ELEMENTS

Available Materials

A

Social Media Post Templates

Pick and choose your favourite social media posts and customize them to use as you see fit.

PAGE 3

B

Online Ads for Recruitment

Tailor our online ad templates with your own photos and logos to boost web recruitment.

PAGE 8

A Social Media Post Templates

This toolkit offers a range of static social media shareables, available in square and rectangular sizes suitable for various platforms.

FLEXIBILITY & CUSTOMIZATION

Armed with an arsenal of social media templates, you'll be in the driver's seat – choosing what, where and when to post will be an easy task. Rather than adhering to a rigid posting schedule, you can pick and choose the posts that best reflect your desired message and target audience, and YOU can determine the timing that will best help you meet your hiring goals. With easy-to-use templates built in Canva, messages, photos and logos can be effortlessly customized and inserted.

Your campaign will have the most impact if it's rolled out at a relevant time, and if the run is condensed over a relatively short period of time. Persistence and repetition of the style will make an impression. For example, if the target audience is recent graduates it would be most effective if run during the spring, before school ends (e.g., March/April) and perhaps again in the fall (e.g., September/October). At these times, you can and should post frequently. During in-between periods, keep up the conversation with posts about job insights, notices of school visits, job vacancies, and so on.

MULTI-PLATFORM ADVANTAGE

Choose the social media platform(s) where your audience is most engaged. For students and recent graduates, that might be a social platform such as Instagram or X – they're less text-heavy and can tend to be more image-driven. Second career or new Canadian candidates might be more likely to frequent Facebook or LinkedIn.



Square Posts

Most suitable for Instagram, but often used on many other platforms as well.



Rectangular Posts

Most suitable for Facebook, Twitter and LinkedIn.

A Social Media Post Templates

Click any post on the page to access the Canva template!



SQUARE POSTS | 4 Colour Options with Unique Messages

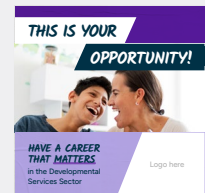
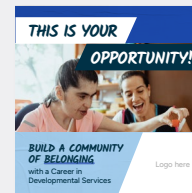
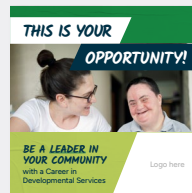
Customizable photo area

Live type for easy message editing

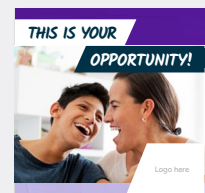
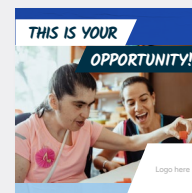
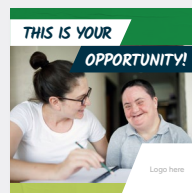


VARIATIONS | 3 for Each Colour/Message

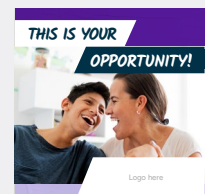
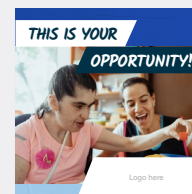
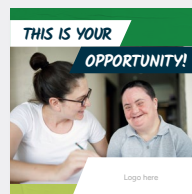
Message + Logo



No Message + Vertical/Square Logo



No Message + Horizontal Logo



A Social Media Post Templates

Click any post on the page to access the Canva template!



RECTANGULAR POSTS | 4 Colour Options with Unique Messages

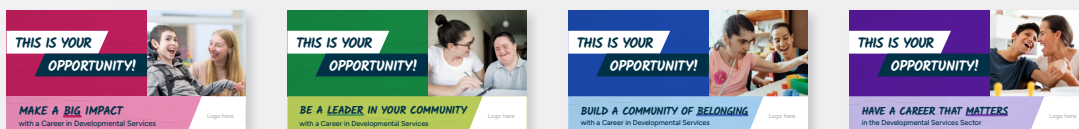
Customizable photo area

Live type for easy message editing

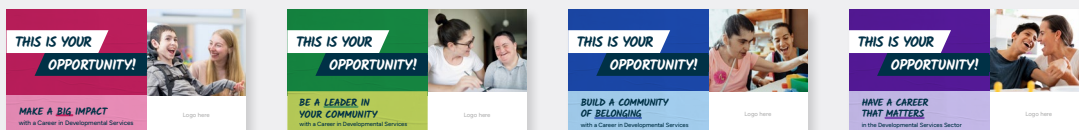


VARIATIONS | 4 for Each Colour/Message

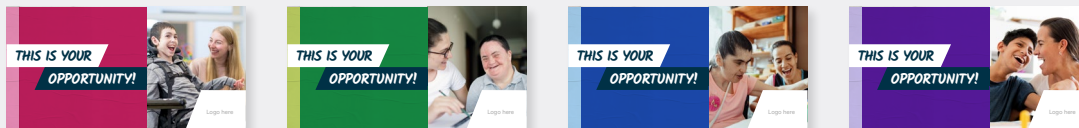
Message + Vertical/Square Logo



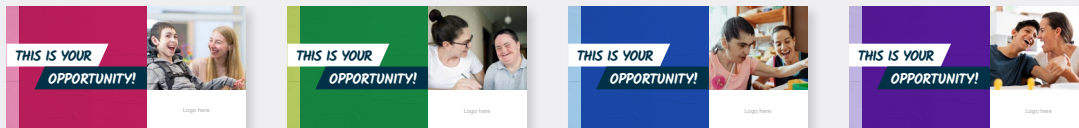
Message + Horizontal Logo



No Message + Vertical/Square Logo



No Message + Horizontal Logo



A Social Media Post Templates

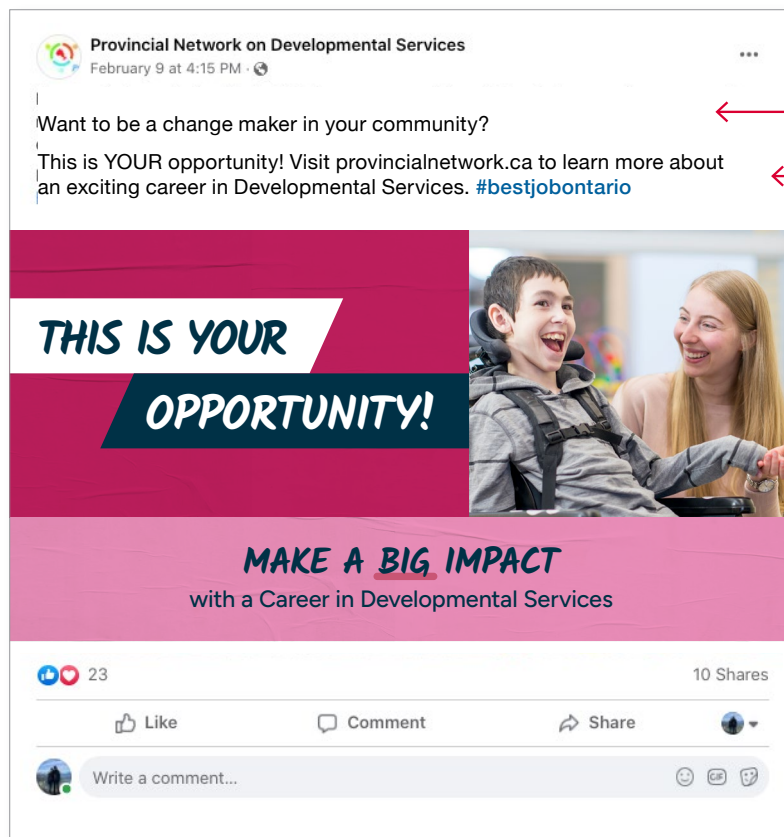
ACCOMPANYING COPY FOR EACH POST

In addition to shareable graphics, it's important to maximize your message with accompanying copy. Suggestions have been included on the following page. They include a *Lead In* and a *Call to Action*.

While you are free to use the suggested content, these messages are entirely customizable to suit your organization, your mandate, your audience and your timing.

Copy Suggestions	
LEAD IN	CALL TO ACTION
Want to be a change maker in your community?	This is YOUR opportunity! Visit provincialnetwork.ca to learn more about an exciting career in Developmental Services. #bestjobontario
Communities are stronger when all citizens are given an equal opportunity to contribute.	This is YOUR opportunity to help build a strong community in which everyone is valued and accepted. Start building today at provincialnetwork.ca
Do you value connection, contribution and inclusion?	A rewarding career in Developmental Services is YOUR opportunity to shine as a leader while living into your values. Why wait? Visit provincialnetwork.ca and start living your purpose.
Do you feel the drive to be and do more?	With an exciting career in Developmental Services, you can be an advocate for inclusion, a driving force for radical and lasting change. Make an impact and leave your mark at provincialnetwork.ca .

Sample of Facebook post



Lead In: Want to be a change maker in your community?

Call to Action: This is YOUR opportunity! Visit provincialnetwork.ca to learn more about an exciting career in Developmental Services. #bestjobontario

A Social Media Post Templates

COPY SUGGESTIONS

LEAD IN	CALL TO ACTION
Want to be a change maker in your community?	This is YOUR opportunity! Visit provincialnetwork.ca to learn more about an exciting career in Developmental Services. #bestjobontario
Communities are stronger when all citizens are given an equal opportunity to contribute.	This is YOUR opportunity to help build a strong community in which everyone is valued and accepted. Start building today at provincialnetwork.ca
Do you value connection, contribution and inclusion?	A rewarding career in Developmental Services is YOUR opportunity to shine as a leader while living into your values. Why wait? Visit provincialnetwork.ca and start living your purpose.
Do you feel the drive to be and do more?	With an exciting career in Developmental Services, you can be an advocate for inclusion; a driving force for radical and lasting change. Make an impact and leave your mark at provincialnetwork.ca .

B Online Ads

Click any ad on the page to access the Canva template!



DIRECT CALL TO ACTION

Much like the social media assets provided, templates have been created for a number of Online Recruitment Ads that you can use to spread your message. For maximum flexibility, there are 6 versions of each colour/message (3 square, and 3 rectangular). Beyond those variations, feel free to further edit any given template in Canva to create a truly custom piece that suits your needs.

While following the same look and feel as the rest of the campaign, Recruitment Ads take a more obvious approach in imploring the audience to *Apply Now* via CTA badges.

SQUARE ADS | 4 Colour Options with Unique Messages

Customizable photo area

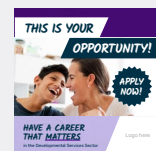
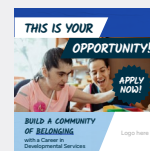
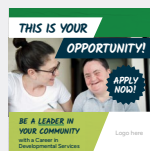
CTA badge to encourage action

Live type for easy message editing

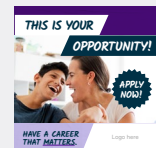
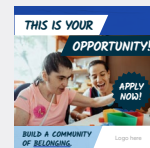


VARIATIONS | 2 for Each Colour/Message

Message + Vertical/Square Logo



Message + Horizontal Logo



B Online Ads

Click any ad on the page to access the Canva template!



RECTANGULAR ADS | 4 Colour Options with Unique Messages

Customizable photo area

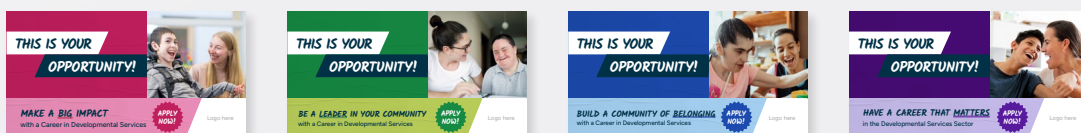
CTA badge to encourage action

Live type for easy message editing

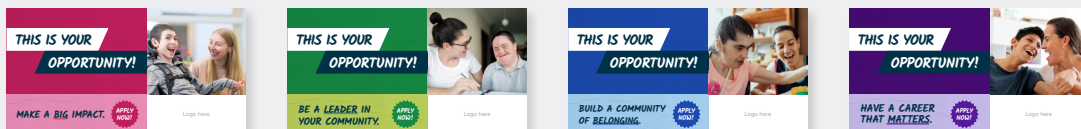


VARIATIONS | 4 for Each Colour/Message

Message + Vertical/Square Logo



Message + Horizontal Logo



Editing in Canva

EDITING IN CANVA

Each social media post and recruitment ad has been made available as a Canva template, and can be accessed by clicking the images throughout this toolkit. A basic Canva account is required to log in and adjust the templates.

The following video has been created as a guide for the basic steps of personalizing a template. Click the image below to watch the video and to learn how to swap in your own photos, add your logo, and edit text to customize your message.



THANK YOU!

We have so much to be proud of in this sector, and so much good news to share. Thank you for your efforts to attract future developmental services professionals to the sector.

For questions please contact
Ann-Marie Binetti at abinetti@cltoronto.ca.



Find us on Facebook!
facebook.com/OntarioProvincialNetworkDS