

BeASocialWorker.org Toolkit: Everything You Need to Promote the Profession

Be Inspiring. Be Rewarded. Be a Social Worker. That's the message we want to send to young adults curious about a career in social work. The marketing materials in this toolkit can help you promote the profession and motivate students to consider a future in the field. Whether you work for the NASW, at a university or school of social work, as a guidance counselor or other social work professional, this toolkit is meant to complement your enthusiasm for the profession as you reach out to the next generation of social workers and invite them to join the world of social work.

PowerPoint Presentation

When you have the opportunity to speak to a group about the social work profession, the PowerPoint presentation provided on BeASocialWorker.org can help you do so in an engaging way. As effective in an intimate setting as a large auditorium, the PowerPoint provides a glimpse into the profession that can help you start the social work conversation. It is ideal for career and college fairs, as well as organized events. The presentation includes:

Part One

This is your opportunity to introduce the social work profession. The opening slides invoke the spirit of help and making a difference, and offer a basic definition for "social work." The following slides show photographs of social workers helping in their fields to emphasize the diverse sphere of opportunities, so you can truly call your viewers' attention the notion of "One profession. Countless possibilities."

Part Two

The second portion of the presentation is dedicated to the question, "What does it take to be a social worker?" Focusing on Education, Experience and Ethics, the slides in this section succinctly summarize the necessary requirements to become a social worker. Information about rising employment opportunities and salary statistics round out this section to show that social workers can both do good *and* do well in the occupation.

Part Three

This segment of the PowerPoint is dedicated to the BeASocialWorker.org website and the various tools to be found on it. Highlighted are several pages of the website, such as the Real Stories of social work, where visitors can learn about the various social work fields and view profiles of people who actually work in them; the school locator map; the social media feeds; and the community page, where social workers and interested parties can create their own profiles and interact with one another. Spending some time familiarizing yourself with the site prior to the presentation will help you further explain these tools.

Part Four

The final section of the presentation is customizable to suit your needs. Whether you are promoting a social work organization, a particular university's social work school, etc., these slides allow you to drop in pertinent information specific to your presentation purpose. The final slide is an open invitation for a Q&A session.

The PowerPoint is informative but text-light, to afford you the opportunity to infuse your personality and anecdotes into the presentation. Your passion and practice will gauge the attention and interest of students in the audience far more than a bulleted list. However, a detailed script is provided within the "notes" section to act as a slide-by-slide guide and help ensure you cover everything important.

Flyer

The flyer is a simple, effective and cost-friendly way to promote the social work profession and BeASocialWorker.org. Use it to supplement the PowerPoint presentation, or as a stand-alone piece to hand out at career fairs and social work events, place around college campuses, or give to high school guidance counselors and any organizations that may reach future social workers. A full-page flyer can be printed in either color or black and white, and is customizable: you can drop in your logo or contact information in the bottom right-hand corner, or advertise upcoming events.

Advertisements

Help spread the social work message by advertising the profession in your community. Provided to help you promote the BeASocialWorker.org website and simultaneously advertise your organization are two types of ads:

Print Ads

A print ad in both color and black and white is available as a PDF for download in two sizes: 10" x 6" (half-page) and 5.96" x 6" (quarter-page). A customizable area in the bottom right-hand corner allows you to insert your organization's logo, or brief information about upcoming social work events (i.e. a career fair). These ads are perfect for college newspapers, newsletters and magazines.

Online Ads

There are two banner advertisements available on BeASocialWorker.org. Both the leaderboard and box banner ads have multiple frames that invite you to "Be Inspiring. Be Rewarded. Be a Social Worker." The ads are downloadable as SWF, JPG or GIF in two sizes: 300 x 250 and 728 x 90. Use these ads on your school or organization's website, or anywhere else you want to bring attention to the career of social work. They link back to BeASocialWorker.org.

Order Your Own...

Show your pride everyday and share your love for social work with BeASocialWorker.org promotional items. Use the graphics provided in this toolkit to design your own mugs, t-shirts, buttons and tote bags via websites such as CaféPress.com and Zazzle.com. If your budget allows, consider ordering some of these items to pass out to interested students at schools, career fairs, or social work events.

Thank you for sharing your passion for the profession and helping to expand the community of social workers. If you have any questions regarding the materials in this toolkit, BeASocialWorker.org, or the NASW please contact:

(Contact info)