

# Online PHCAST Homemaker Training

## Communications and Outreach Toolkit

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## Newsletter/Blog Post/Other Communication

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*Share this message with your networks to get the word out about [PHCAST](#). Share this message in your newsletters, blogs, emails, and other communications.*

**(Header) Are you looking for a job that is meaningful, flexible, and rewarding?**

The Commonwealth of Massachusetts is now offering the **Personal and Home Care Aide State Training (PHCAST) online!** This free, virtual, and self-paced training is for anyone interested in becoming a community-based home care worker.

Home care aides are an integral part of the in-home care team. They provide services that support older adults and persons with disabilities to live and thrive in their homes and communities, as well as to make decisions about their care and lifestyle.

PHCAST is a self-paced, video-based, 11-module online training. You can complete each module from your home computer or smartphone. You will learn about the roles and responsibilities of a home care aide, including skills like active listening, nutrition planning, housekeeping, working with consumers, and more.

Whether you are looking to change jobs or start a new career, the PHCAST training is the next step to your community-based, in-home health care career. All you need is a computer, tablet, or smartphone with internet access and a valid email address. For more information, and to sign up today, visit [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST).

## Social Media Posts

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*Share these photos and messages on your social media accounts and with your networks. We have included social media handles to tag, key messages and images for each social media platform, hashtags to include with your posts, and alternative text to include in your images.*

### Social Media Handles of Partner Organizations to Tag

- Executive Office of Elder Affairs: @Mass\_EOEA
- Commonwealth of Massachusetts: @MassGov
- Institute for Community Inclusion, UMass Boston:
  - Instagram and Facebook: @CommunityInclusion
  - Twitter: @ICInclusion

### Key Messages

There are three key messages to use when promoting online PHCAST. These messages include:

1. Join a flexible and rewarding career
2. Learn new home and health care skills
3. Start a new career or have a career change

### Images

Photos are sized for each platform (Facebook, Instagram, & Twitter).

### Character Counts

Twitter has a 280-character limit. We have included character counts with spaces for each sample Tweet.

## Hashtags

- Include the hashtag **#InHomeHealthcare** in all Instagram & Twitter posts
- Choose up to 9 additional hashtags for Instagram
- Choose 1-2 additional hashtags for Twitter

Choose from the following hashtags to include in your social posts:

- **#InHomeHealthcare**
- #Homemaker
- #HomeCare
- #InHomeHealthCare
- #HomeCareAide
- #HealthCare
- #Employment
- #CareerLadder
- #CommunityCare
- #OnlineLearning
- #RemoteLearning
- #NowHiring

## Sample Social Media Post Images

Download each image as a PNG file from [our PHCAST Google Drive](#) to post on your social media accounts. Include [alternative text](#) for all social media post images. Images are inaccessible without alternative text.

### What is *alternative text*?

- Alternative text is text you add to the format of an image that briefly describes the meaning of the image.
- Alternative text makes your images accessible to people living with disabilities who use screen readers and other assistive technologies.
- Alternative text must be concise and must provide the same content or function as the image.

### How can I add alternative text on social media?

We have included sample alternative text for each image. Do not use the automatic alternative text on social media. Follow these links for instructions about how to add alternative text on Facebook, Instagram, and Twitter:

- [How to add alternative text on Facebook](#)
- [How to add alternative text on Instagram](#)
- [How to add alternative text \(referred to as \*image descriptions\*\) on Twitter](#)

## Facebook Images

### *Facebook Image 1.*



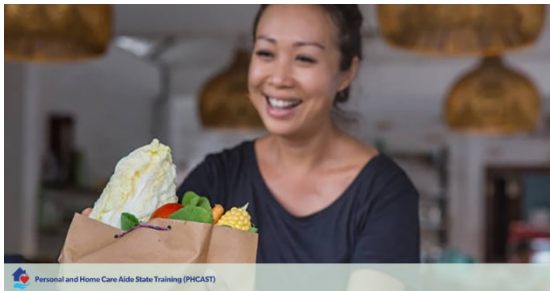
**Image 1. Alternative Text:** Two east Asian women are sitting at a table making crafts together. One woman is an older adult, and the other woman is her home care aide.

*Facebook Image 2.*



**Image 2. Alternative Text:** An older Latinx man and woman are sitting on the couch at home while their home care aide, a younger Latinx woman, brings them a meal.

*Facebook Image 3.*



**Image 3. Alternative Text:** A home care aide, a younger Asian woman, helps with groceries.

*Facebook Image 4.*



**Image 4. Alternative Text:** An older white woman sits at the kitchen table and her home care aide, a younger Black woman with a tattoo, brings her a meal.

*Facebook Image 5.*



**Image 5. Alternative Text:** An older white woman is in her kitchen while her home care aide, a young west Asian man, helps wash the dishes.

## Instagram Images

### *Instagram Image 1.*



**Image 1. Alternative Text:** Two east Asian women are sitting at a table making crafts together. One woman is an older adult, and the other woman is her home care aide.

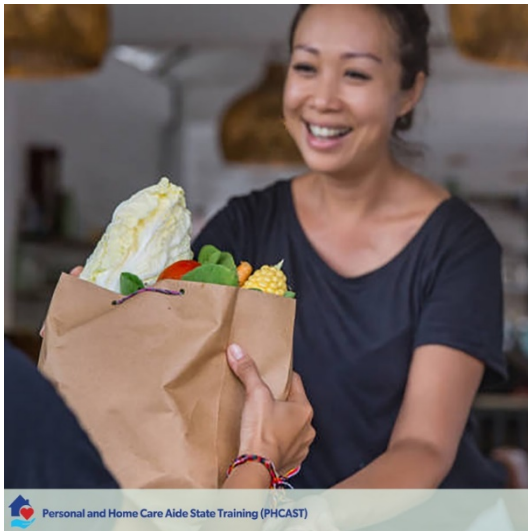
### *Instagram Image 2.*



**Image 2. Alternative Text:** An older Latinx man is sitting on the couch at home while his home care aide, a younger Latinx woman, brings him a meal.



*Instagram Image 3.*



**Image 3. Alternative Text:** A home care aide, a younger Asian woman, helps with groceries.

*Instagram Image 4.*



**Image 4. Alternative Text:** An older white woman sits at the kitchen table and her home care aide, a younger Black woman with a tattoo, brings her a meal.

*Instagram Image 5.*



**Image 5. Alternative Text:** An older white woman is in her kitchen while her home care aide, a young west Asian man, helps wash the dishes.

## Twitter Images

### *Twitter Image 1.*



**Image 1. Alternative Text:** Two east Asian women are sitting at a table making crafts together. One woman is an older adult, and the other woman is her home care aide.

### *Twitter Image 2.*



**Image 2. Alternative Text:** An older Latinx man and woman are sitting on the couch at home while their home care aide, a younger Latinx woman, brings them a meal.

*Twitter Image 3.*



**Image 3. Alternative Text:** A home care aide, a younger Asian woman, helps with groceries.

*Twitter Image 4.*



**Image 4. Alternative Text:** An older white woman sits at the kitchen table and her home care aide, a younger Black woman with a tattoo, brings her a meal.

*Twitter Image 5.*



**Image 5. Alternative Text:** An older white woman is in her kitchen while her home care aide, a young west Asian man, helps wash the dishes.



## Sample Social Media Posts

### Message 1: Join a flexible & rewarding career

#### *Facebook*

Are you looking for a job that is flexible, rewarding, and meaningful? Home care professionals make a difference. Our free, self-paced, online home care aide class is the next step to your in-home health care career. Learn more and register today at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

#### *Instagram*

**1:** Are you looking for a job that is flexible, meaningful, and rewarding? The @Mass\_EOEA free, online home care aide course can be the next step to your fulfilling in-home health care career. Register today at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

**2:** Do you want to make a difference in your community? Begin your new career as a #HomeCareAide! @Mass\_EOEA online home care aide course is free and self-paced, so you can complete it on a schedule that best fits your needs. Join us and register today: [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

**3:** Are you looking for a flexible and rewarding career that fits your busy schedule? The @Mass\_EOEA free, self-paced, online training can help you launch your new #HomeCareCareer as a #HomeCareAide. Home care aides are an invaluable part of the community-based, in-home care team. Find out more: [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

#### *Twitter (183 characters)*

Are you looking for an in-home health care career that's flexible & rewarding? The @Mass\_EOEA free, online #HomeCareAide course is for you! Learn more & register: [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

## Message 2: Learn new skills

### *Facebook*

Are you ready to learn new skills that can advance your career and help your community? Enroll today in the @Mass\_EOEA free, online home care aide course! Home care aides provide services that help older adults and people with disabilities live and thrive in their homes and communities. For more information and to register visit [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

### *Instagram*

Are you ready to learn new skills that can advance your career and help your community? Enroll today in the @Mass\_EOEA free, online home care aide course to begin your career as a #HomeCareAide! [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

### *Twitter (164 characters)*

Learn new skills that can advance your career & help your community! Join the @Mass\_EOEA free, online home care aide training today! Register at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

## Message 3: New career or career change

### *Facebook*

Are you ready for a career change? Our free, online, self-paced training can launch your new career as a home care aide! Home care aides are an integral part of the in-home health care team.

The @Mass\_EOEA free and self-guided online home care aide courses can fit into your busy schedule. Complete the coursework whenever you like from wherever you are. Register now: [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

### *Instagram*

Take your first step to a #career in the home care industry! Home care aides are an integral part of the in-home care team. Take the @Mass\_EOEA free, online home care aide course at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

### *Twitter*

*(180 characters)*

**1:** Join the @Mass\_EOEA free, online home care aide training to launch your new career! Complete the self-guided course whenever you like from wherever you are at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)

*(217 characters)*

**2:** #HomeCareAides help older adults & people with disabilities be part of their communities. The @Mass\_EOEA free, online course is the next step to your in-home health care career. Register today at [www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)



## Potential Flyers

Download each flyer as a PDF from [our PHCAST Google Drive](#). Print flyers from the Google Drive to distribute and display at your organization. The flyer photos on this page are low resolution, so please do not print flyers from this page.

### Flyer 1:



**JOIN OUR TEAM**

**Home care professionals make a difference.  
Our free, online course is the next step to  
your in-home health care career.  
Learn new skills and join this rewarding  
profession!**

 **Personal and  
Home Care Aide  
State Training  
(PHCAST)**



**[www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)**

Flyer 2:



**Home care professionals make a difference.  
Our free, online course is the next step to  
your in-home health care career.  
Learn new skills and join this rewarding  
profession!**



**Personal and  
Home Care Aide  
State Training  
(PHCAST)**



**[www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)**

Flyer 3:



**JOIN OUR TEAM**

**Home care professionals make a difference.  
Our free, online course is the next step to  
your in-home health care career.  
Learn new skills and join this rewarding  
profession!**



**Personal and  
Home Care Aide  
State Training  
(PHCAST)**



**[www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)**



Flyer 4:

# JOIN OUR TEAM



**Home care professionals make a difference.  
Our free, online course is the next step to  
your in-home health care career.  
Learn new skills and join this rewarding  
profession!**



Personal and  
Home Care Aide  
State Training  
(PHCAST)



[www.mass.gov/PHCAST](http://www.mass.gov/PHCAST)