

Employer

Partner

Social Media

Toolkit

MassAbility

Join us in changing the conversation about disability employment.

Our goal is to share enough employer success stories online to create real awareness. Current partners, share your successes and invite new partners from your network to learn more and join the MassAbility community. The more we work together, the more businesses will partner with MassAbility and hire people with disabilities.

01 Platform

We recommend LinkedIn to reach businesses where they look for hiring support. Newsletters or other external communications with like-minded employers can also be a good place to share these stories.

02 Opener

Start with one of our optional opening sentences from the following page (or use your own!).

03 Prompt

Use a prompt from the following page to get the ideas flowing!

Tip: Keep your posts authentic and share what you feel is most impactful about your partnership with MassAbility! The goal is to showcase how MassAbility hires boost retention, productivity, culture, and more to generate new interest in partnerships. So our community of like-minded businesses can grow! A paragraph or two is a good length to start but include as much as you'd like.

04 Tag

Tag MassAbility's page (and team members, if relevant).

Link: [linkedin.com/company/mass-ability/](https://www.linkedin.com/company/mass-ability/)

05 Link

Link: mass.gov/HireWithMassAbility

06 Image

Scan below to select one of the images to include (or use your own) to grab attention.



Optional opening sentences

Option A

“Success starts with MassAbility. We hire with them to shape the future of our workforce—and you can too.”

Option B

“Successful businesses hire with MassAbility. You can be one of them.”

Option C

Something else you feel is an impactful opening line about the relationship.

Prompts

Hiring with MassAbility

- Share a success story about someone you hired through MassAbility.
- How does MassAbility support the talent you hire?
- Share a success story about a MassAbility training program.

Workplace values

- How does working with MassAbility connect with your company's values?
- What does having an accessible work environment mean to you, and how has MassAbility helped you to achieve that?

Partnership

- Share a success story about a service MassAbility provides to your business.
- Share a success story about working with the MassAbility team.
- What is something you got out of your MassAbility partnership that felt unique, like you couldn't get it anywhere else?

- Did MassAbility's partnership allow your business to do something you wouldn't have been able to do otherwise?
- How was working with MassAbility different from working with other hiring agencies?
- How has your partnership with MassAbility adapted over time?

Expanding the network

- What would you tell other businesses about partnering with MassAbility?
- Why do you want other businesses to partner with MassAbility?
- Think about whether you've ever gotten a new business to partner with MassAbility. What did you say to them?
- What does it mean to you to be part of the larger MassAbility employer network?

Examples

“As a Head of HR, my job is not just to hire great talent. It’s to ensure that our values are more than just words on paper. Hiring with MassAbility has helped us support our values. It’s about empowering people of all abilities, helping them understand what their potential is, and MassAbility helps us do that. You can find hiring support at mass.gov/HireWithMassAbility.”

“Hiring isn’t easy. That’s why if you have the opportunity to partner with MassAbility, I would jump at it. They find talented people, train them, and even fund a training period, so you don’t have to commit so quickly. We’ve been working with MassAbility to hire talent for years. One of our greatest success stories is Helen, our Social Media Manager. She’s created multiple videos on Instagram and TikTok that have over a million views. It takes a really special person to be able to do that. As a startup, getting our name out there is so important to our funding and our success. Really without MassAbility, our company would not be anywhere near as far along as what we are today. Check them out: mass.gov/HireWithMassAbility.”

Keep conversations around MassAbility going offline

Attending a conference or industry event?
Invite MassAbility. Hear a colleague or
other business talk about hiring needs?
Mention MassAbility’s untapped talent
pool. Connect with a Business Liaison at
MassAbilityBusinessRelations@mass.gov
if you have a suggestion on growing the
network!