

## OUTREACH PARTNER TOOLKIT SOCIAL MEDIA POSTS

### Facebook and LinkedIn

Patients experience better health outcomes when they receive care at home. That's why the California Department of Healthcare Access and Information (HCAI) developed Caring4Cal, a FREE training program to support current — and recruit new — licensed and certified home- and community-based services (HCBS) care providers throughout California.

Our goal is to ensure there are enough in-home and community health providers to care for those in need now and into the future. That's why it's essential to support and recruit care providers NOW, and why we need your help sharing Caring4Cal with your networks today:

FB: <https://tiny.caring4cal.org/48mt2rex>

LI: <https://tiny.caring4cal.org/4b5t7mxd>

LinkedIn Hashtags:

[#healthcareproviders](#) [#healthcarejobs](#)

[#licensedhealthcare](#)

[#licensedcareproviders](#) [#careproviders](#)

[#HCBS](#)



Alt text: An image of a Black woman wearing medical scrubs next to a young White boy in a wheelchair smiling beneath the Caring4Cal logo.

Image Link:

[https://drive.google.com/file/d/1RRo5LnreWjt1CPTgvZKaZ86purDPsZEU/view?usp=drive\\_link](https://drive.google.com/file/d/1RRo5LnreWjt1CPTgvZKaZ86purDPsZEU/view?usp=drive_link)

## X (Twitter)

Patients experience better health outcomes when they get care at home. @CA\_HCAI has developed Caring4Cal, a FREE #workforcetraining program to support & recruit #licensed & #certified #HCBS providers in CA with training & up to \$2,750 in incentives:  
TW: <https://tiny.caring4cal.org/ms5vrus5>



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