

Care and Support Workers ‘thank you’ campaign



You can use the below key messages and communication tools to create your own content. Tag @HumanServicesSA in your posts, so we can engage with you, or you can just share and/or engage with the content that we create.

Remember to use the hashtag **#thanksforcaring** and **#SAythanks** so your content is easy to find and share.

Key messages

The following key messages can be used in your posts and communications:

- Thank you for the important work that you do for our community.
- Our care and support workers can include South Australians working in social work, youth and child protection, 24/7 call centres, domestic violence, homelessness, housing, and disability support.
- Care and support workers are supporting our community in many ways.
- Show your support for all care and support workers by saying thank you.
- Let's recognise South Australians working tirelessly to provide these front line, essential services in response to COVID-19.
- Let's show how much we value the work of those South Australians that may not necessarily be visible, but are going above and beyond behind the scenes every day.
- Join us and **#SAyThanks** to South Australia's dedicated and hardworking care and support workers for going above and beyond at this unprecedented time.
- Use the hashtags **#thanksforcaring** and **#SAythanks** to South Australia's care and support workers.



Government
of South Australia

Department of Human Services

Communication tools

- Social media tile square
- Social media tile landscape
- Social media photo frames (insert photos of care and support workers to share)
- Online graphic (920x490)

Example posts



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