



Social Service Worker Profile Guidance

OVERVIEW

- Social Service Worker profiles are personalized worker profiles intended to educate the public about the diversity of the social service workforce and the essential roles that these individuals play in caring for vulnerable children and families. They can be first-person profiles or written by someone after interviewing a worker.
- When completing a profile for this series, we recommend including the following information in your piece:
 - Name, title and organization of the worker
 - Main reason(s) why the person decided to become a social service worker
 - Description of the worker's role and typical daily schedule and tasks
 - Types of support or services provided to children and families and what the worker believes are the results of this work
 - Aspects of the job that the worker loves the most
 - The qualifications or skills the worker feels helps one succeed in this role
 - Quote from worker about the work or people's reactions to the job

WRITING YOUR PIECE

- To maximize online readability, aim for approximately 500 words.
- Aim for a strong opening to hook readers into continuing, such as a quote, brief story or vivid description.
- Keep paragraphs short and use headings to make your text easier to scan.
- Include links to relevant web pages and if you wish, the organization's logo.
- Use plain language in a conversational tone.

WHEN YOU'RE FINISHED

- Read your text one more time and delete anything that isn't necessary or add a statement to make your point extra clear.
- Include a related image (or video).
- Send your material to contact@socialserviceworkforce.org. We'll give a quick review and do only the lightest editing. These pieces will be formatted in a common format and distributed and publicized through our email list serv and on social media. We will share the link with you and discuss a joint dissemination plan.