



## Direct Care Worker Social Media Post Options - English

Select from the following text options for your social media posts available in English.

### Option #1:

The Direct Care Workforce is composed of people just like you. Direct Care Workers (DCWs) are companions, extended family, and advocates for those they support. DCWs provide a sense of independence to members and their loved ones. Become a DCW today! Visit [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight) for more information.

**Instagram / Twitter version:** Direct Care Workers are people just like you. DCWs are companions, extended family, and advocates for those they support. DCWs provide a sense of independence to members and their loved ones. Become a DCW today! Visit [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight) for more information.

### Option #2:

Direct Care Workers are healthcare heroes in the community, providing companionship and support to those in need. DCWs can be in-home care aides, nursing assistants and personal care aides who help older adults and people with disabilities live their lives with dignity. Learn more about DCWs at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

### Option #3:

Direct Care Workers come from diverse backgrounds to care for older adults and people with disabilities. They are trained professionals who ensure the well-being and safety of those under their care. Their dedication is unwavering, and they work tirelessly to enhance the quality of life for their members, all while treating them with utmost respect and dignity. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

**Instagram / Twitter version:** Direct Care Workers are caregivers from diverse backgrounds and career paths to support those in need. They are trained professionals who ensure the well-being and safety of those under their care. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

## Option #4:

Don't underestimate the power of companionship, especially when it comes to loved ones who need extra care and attention. Direct Care Workers (DCWs) are the companions, extended family, and advocates for older adults and people with disabilities in need. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

**Instagram / Twitter version:** Don't underestimate the power of companionship, especially for those who need extra care and attention. Direct Care Workers (DCWs) are the companions, extended family, and advocates for older adults and people with disabilities in need. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

## Option #5:

Join us in recognizing the incredible contributions of Direct Care Workers. They are trained professionals who ensure the wellbeing and safety of those under their care. DCWs are the compassionate individuals who bring joy, support, and a friendly presence to those who need it most. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

**Instagram / Twitter version:** Join us in recognizing the incredible contributions of DCWs. They are trained professionals who ensure the wellbeing and safety of those under their care. DCWs are the compassionate individuals who bring joy and support to those who need it most. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

## Option #6:

Be the difference in someone's life. Direct Care Workers enhance the quality of life for older adults and people with disabilities. This career path offers you the chance to make a meaningful impact on individuals' physical and emotional well-being. Learn more at [HCPF.Colorado.gov/Direct-Care-Spotlight](https://HCPF.Colorado.gov/Direct-Care-Spotlight)

## Hashtag Options:

#DirectCareWorkers  
#DCWs  
#HealthcareHeroes  
#Caregivers