

# Social Media Posts for Outreach Partners: Value-Focused Messaging

## Facebook and LinkedIn

### Text:

1.

Ukrainian immigrants: Would you like more skills for better jobs? Welcome Start is a program offering FREE courses, content, and coaching in your language (English, Ukrainian, or Russian) so that you can improve your English, learn more job skills for better jobs, and more! Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Welcome Start is available for eligible Ukrainian immigrants in select counties in California.

Get started today!

### Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzvd>

### Images:

1.



Alt text Image: A smiling Ukrainian man with an orange hard hat on in a factory.

Text above the image reads: "Ukrainian Immigrants: Would you like more skills for better jobs? Go to WelcomeStart.org"

2.

A better job can pave the way for a better future. That's why Welcome Start was created, to help Afghan immigrants in select counties in California learn English, learn job skills, and more for FREE. Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Click on the link below to learn more!

Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzevd>

2.



Alt text Image: A smiling Afghan woman in a hijab, wearing a headset.

Text above the image reads: "Afghan Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

3.

Do you wish your English was better to communicate with teachers, doctors, and others? Welcome Start can help! This program was developed to help Afghan newcomers settling in California learn English, with FREE courses and coaching in your language. Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Welcome Start is for eligible Afghan immigrants in 8 California counties.

It's easy to get started! Just access the website, here:

Links:

FB:

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LI:

<https://tiny.welcomestart.org/yckpzevd>

3.



The banner features logos for cell-ed, CDSS (California Department of Social Services), and Immigrant and Refugee Assistance. The main text reads: "welcome start Afghan Immigrants: Welcome to learning English to talk to teachers, doctors, and others! Learn more: welcomestart.org". A circular inset image shows a smiling woman in a brown hijab in front of a bookshelf.

Alt text Image : A smiling Afghan woman in a hijab in front of a bookcase.

Text above the image reads: "Afghan Immigrants: Welcome to learning English to talk to teachers, doctors, and others! Learn more: welcome start.org"

4.

Do you want to improve your English to better communicate with teachers, doctors, and others? Welcome Start was designed to assist Ukrainian newcomers settling in California, by offering FREE courses and coaching in English, Ukrainian, and Russian. Learn English and build a stronger foundation for your future! Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Welcome Start is available for eligible Ukrainian immigrants in 8 California counties.

Getting started is easy—just visit our website:

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4.



**welcome start**

Ukrainian Immigrants:  
Welcome to  
learning English  
to talk to  
teachers,  
doctors,  
and others!

Learn more:  
[welcomestart.org](http://welcomestart.org)

Alt text Image : A Ukrainian woman smiling holding her child. A healthcare professional is swabbing her arm. They are all smiling.

Text above the image reads: “Ukrainian Immigrants: Welcome to learning English to talk to teachers, doctors, and others! Learn more: welcome start.org”

X

Text:

1. [#Ukrainianimmigrants](#) in California: Want more job skills for better jobs? Welcome Start offers FREE courses & coaching in English, [#Ukrainian](#), and Russian to help you succeed! Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Link:

<https://tiny.welcomestart.org/bdeveyzk>

Images:

1.



Alt text Image: A smiling Ukrainian man with an orange hard hat on in a factory.

Text above the image reads: "Ukrainian Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

2.

Welcome Start helps #Afghanimmigrants in select counties in California learn English, get job skills, and more, with FREE courses in #Dari and #Pashto. Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements. Get started today!

Link:

<https://tiny.welcomestart.org/bdeveyzk>

#refugees

2.

welcome start

Afghan Immigrants:  
Would you like  
more job  
skills for  
better jobs?

Go to:  
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CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

cell-ed

IMMIGRANT integration ONE FOR ALL

Alt text Image: A smiling Afghan woman in a hijab, wearing a headset.

Text above the image reads: "Afghan Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

3.

Want to improve your English?

Welcome Start helps

#Afghanimmigrants in select CA counties learn English with FREE courses, and coaching in #Dari, #Pashto, and English. Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

<https://tiny.welcomestart.org/bdeveyzk>

3.



**welcome start**

Afghan Immigrants:  
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teachers,  
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and others!

**Learn more:  
welcomestart.org**

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4.

4.

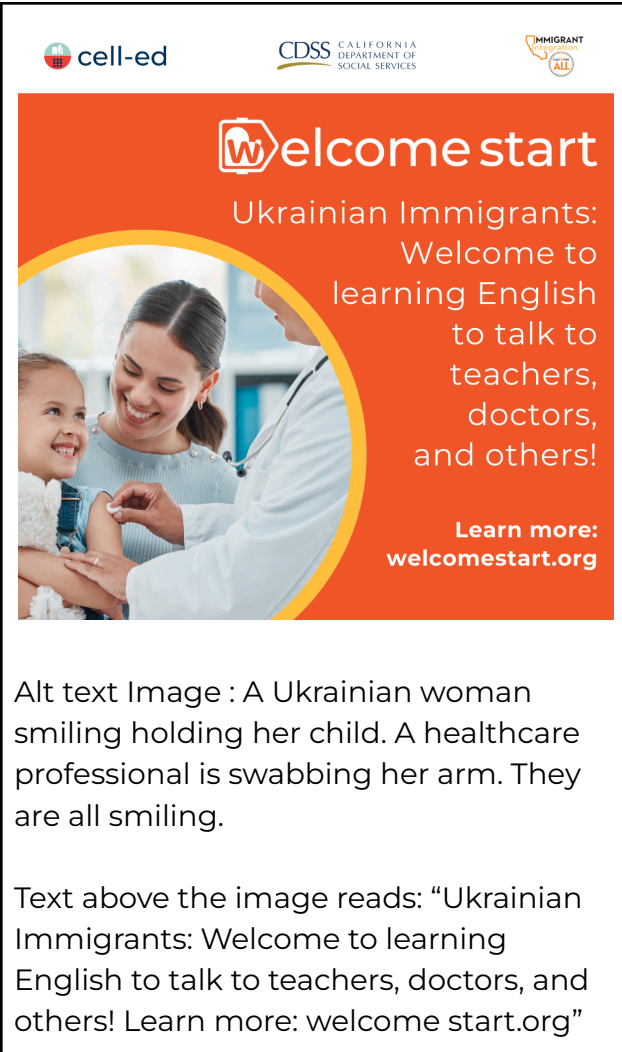
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#Ukrainianimmigrants in select CA counties with FREE courses and coaching in English, #Ukrainian, and Russian. Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

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cell-ed

CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES

IMMIGRANT ALL

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