

RPM Careers Week

Welcome – and thank you for participating in RPM Careers Week in partnership with the Chicagoland Apartment Association!

RPM Careers Week runs July 12–16 and we’re taking this opportunity to spotlight our members, career opportunities in our field, and share why we love and support the residential property management industry. This social media toolkit focuses on two programs being executed during this week in July:

❖ [RPM Careers Week \(July 12 – 16\)](#)

From July 12 to 16, help us raise awareness about RPM Careers Week by showing off your work and encouraging job seekers to consider careers in residential property management. Share photos or video of a maintenance professional superstar on your team, a teammate who has had an impact on your career, or write a short post about how you landed your RPM career, along with a photo of yourself at work. There are many ideas and sample posts provided in this toolkit to be tailored and shared on your channels throughout the week! Please be sure to use the following hashtags: [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#)

❖ [Apartment Onsite Teams Day \(Wednesday, July 14\)](#)

Apartment Onsite Teams Day is an integral part of the week’s celebrations and an opportunity to highlight the hard work of vital, on-site property teams that have kept our communities safe and running during the COVID-19 pandemic. Similar to the program we executed last year with our “Thank You Thursday” [#CAAEssentialExcellence](#) program, Onsite Teams Day allows members to show appreciation for the residential property management industry’s on-site staff who have kept apartment communities safe and successful during the COVID-19 pandemic. Members are encouraged to show off your work and inspire job seekers to consider careers in residential property management by sharing photos of your team across your social media channels to raise awareness about Apartment Onsite Teams Day, and encourage your team to post photos and use the hashtag [#APTTeamsDay](#) and [#CAAEssentialExcellence](#).

Social media gives us a great opportunity to interact directly with our communities to highlight our industry’s essential workers and career opportunities in residential property management. Your onsite teams have labored tirelessly to keep things running smoothly while addressing very complex and new issues in an environment of extreme uncertainty over the past sixteen months – let’s celebrate them and inspire more talent to join the industry!

In this toolkit, you will find several sample posts that can be used in crafting your messaging for use on Facebook, Instagram, Twitter and LinkedIn.

**** Additionally, NAA’s [RPM Careers Week Toolkit](#) includes recommended celebrations to host throughout the week, and ways in which your team can take part in challenges to win prizes!**

** Be sure to tag the CAA’s channels so we can help amplify your team’s efforts:*

[@ChicagolandApartmentAssociation](#) | [@CAAPTS](#)



Facebook | Instagram: Sample Posts

- ✓ We're excited to be participating in RPM Careers Week from July 12–16 and celebrating the people who fuel our industry's success. The residential property management industry is resilient and there's never been a better time to recognize the hard work of the professionals who make apartment communities thrive! [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#) [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ The residential property management (RPM) industry is resilient, even in the face of unexpected challenges. Our leasing consultants, maintenance technicians, property managers, suppliers and support professionals work hard every day to keep everyone safe and turn residents' apartments into homes. [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#) [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ The Residential Property Management (RPM) industry provides rewarding careers through a variety of positions within the field and we are working to help spread the word during RPM Careers Week! Learn more about a career in RPM or apply now at [link to company job website]. We can't wait to hear from you! [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#) [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ Do you like working in a team environment? Do you like solving problems? Are you good at working with your hands? If you answered "yes" to any of these questions, a career in RPM may be right for you! The Chicagoland Apartment Association's careers center helps connect talent with great opportunities. Visit their website to learn more about joining our industry! <https://jobs.caapts.org/career-resources> [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#) [INSERT CAA CAREERS CENTER GRAPHIC]
- ✓ RPM Careers Week is July 12–16! Throughout the COVID-19 pandemic, the residential property management industry has stayed resilient - there's never been a better time to switch careers to the RPM industry! [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#) [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ The residential property management (RPM) industry is dynamic, resilient, and a highly professional field dedicated to helping people secure the ideal apartment and feel at home. Now more than ever, the industry needs talented, hardworking individuals to help build strong communities. Join us! https://www.youtube.com/watch?v=feo_BPvzJOE [#RPMCareersWeek](#) [#CAAPTS](#)

OTHER IDEAS FOR ORGANIC CONTENT/POSTS:

- ❖ **Maintenance Monday:** Post a photo or video of a maintenance professional on your team and share a short message explaining why they're a valuable member of your organization.
- ❖ **Thank a Teammate Tuesday:** Post a photo or video of a mentor or teammate from your organization share a short message about how they've had a positive impact on your team.
- ❖ **Celebrate Diversity, Equity, and Inclusion Thursday:** Post a photo of yourself holding a sign sharing why diversity, equity, and inclusion are important to your professional community (*see NAA toolkit for sample sign*)
- ❖ **Finding Your Dream Career Friday:** Invite your team to participate by sharing a short post (around 100 words) about how they landed their RPM career, along with a photo of them at work.

****BE SURE TO INCLUDE OUR HASHTAGS: [#RPMCareersWeek](#) [#RPMmoments](#) [#CAAPTS](#)**



Twitter: Sample Posts









- ✓ RPM Careers Week celebrates the people who fuel our industry's success – sending a big THANK YOU to our [INSERT ORGANIZATION NAME HERE] team! **#RPMCareersWeek #RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ **#RPMCareersWeek** runs from July 12–16! There's never been a better time to recognize the hard work of the professionals who make apartment communities thrive! **#RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ We're excited to participate in **#RPMCareersWeek** celebrating the people who fuel our industry's success. There's never been a better time to recognize the hard work of the professionals who make apartment communities thrive! **#RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ Our leasing consultants, maintenance techs, property managers, suppliers & support professionals work hard every day to keep our community safe and turn residents' apartments into homes. We're happy to celebrate our incredible team during **#RPMCareersWeek! #RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ The Residential Property Management (RPM) industry provides rewarding careers through a variety of positions. Learn more about a career in RPM and join us! https://www.youtube.com/watch?v=feo_BPvzJOE **#RPMCareersWeek #RPMmoments #CAAPTS**
- ✓ Do you like working in a team environment and solving problems? Are you good at working with your hands? The @CAAPTS careers center helps connect talent w/great opportunities. Learn more about joining our industry! <https://jobs.caapts.org/career-resources> **#RPMCareersWeek #CAAPTS** [INSERT CAA CAREERS CENTER GRAPHIC]
- ✓ The residential property management (RPM) industry is dynamic, resilient, and a highly professional field dedicated to helping people secure the ideal apartment and feel at home. Now more than ever, the industry needs talented, hardworking individuals to help build strong communities. Join us! https://www.youtube.com/watch?v=feo_BPvzJOE **#RPMCareersWeek #CAAPTS**
- ✓ **#RPMCareersWeek** is July 12–16! Throughout the COVID-19 pandemic, the residential property management industry has stayed resilient - there's never been a better time to switch careers to the RPM industry! **#RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ Thank you [MAINTENANCE TEAM MEMBER NAME] for working hard each and every day to keep our property operating smoothly – the [INSERT PROPERTY COMMUNITY NAME HERE] appreciates all you do! **#RPMmoments #CAAPTS** [INSERT PHOTO OF A MAINTENANCE TEAM MEMBER HERE]
- ✓ Thank you to our incredible maintenance team for working hard each day to keep our community safe and our property operating smoothly – the [INSERT PROPERTY COMMUNITY NAME HERE] appreciates all you do! **#RPMmoments #CAAPTS** [INSERT PHOTO OF A MAINTENANCE TEAM MEMBER HERE]
- ✓ We're taking a moment during **#RPMCareersWeek** to spotlight our incredible team of leasing agents – going above and beyond to help new residents find a home with [INSERT PROPERTY COMMUNITY NAME HERE] **#RPMmoments #CAAPTS** [INSERT PHOTO OF A MAINTENANCE TEAM MEMBER HERE]
- ✓ Thank you [TEAM MEMBER/DEPARTMENT] for all you do for the residence at [INSERT PROPERTY COMMUNITY NAME HERE] we appreciate all you do! **#RPMmoments #CAAPTS** [INSERT PHOTO OF TEAM MEMBER or DEPARTMENT HERE]



LinkedIn: Sample Posts

- ✓ This dynamic Residential Property Management (RPM) industry requires team members to work well with people, helping them decide where to live and making their apartment feel like home. At [Company Name], we're eager to take part in RPM Careers Week, working in concert with the National Apartment Association and our local Chicagoland Apartment Association to highlight the benefits of our important and growing industry. Learn more about the opportunities available today! **#RPMCareersWeek #CAAPTS**
https://www.youtube.com/watch?v=feo_BPvzJOE
- ✓ Opportunities in the residential property management (RPM) industry are seemingly endless and offer chances for advancement, job security, job mobility, great benefits such as 401(k) plans, health insurance, paid holidays and more. From work-life balance, to helping their communities, to finding opportunities to advance in the industry, there are countless reasons our industry professionals love their career. Hear directly from real RPM professionals about their personal experiences working in our industry! **#RPMCareersWeek #CAAPTS** <https://www.youtube.com/watch?v=NdvILDJkaNU>
- ✓ Working in residential property management (RPM) means you're an important part of people's lives and homes. Hear from some of the professionals in our industry share their experiences about how their career positioned them to make a positive impact on their community. **#RPMCareersWeek #CAAPTS**
<https://www.youtube.com/watch?v=xb0BcyEFLuA>
- ✓ Do you like working in a team environment? Do you like solving problems? Are you good at working with your hands? If you answered "yes" to any of these questions, a career in Residential Property Management (RPM) industry may be right for you! Industry experts and employees explain why the RPM industry is growing so much — and what that means for career growth, job security and more. **#RPMCareersWeek #CAAPTS** <https://www.youtube.com/watch?v=i99VeGKyPew&t=4s>
- ✓ There is a growing demand for residential property management (RPM) professionals. Now, more than ever, the industry needs talented, hard-working individuals to help build strong communities. If you are looking for a rewarding career that offers great benefits, challenging work and the opportunity to advance, visit the [@ChicagolandApartmentAssociation](#) careers center and get connected with great opportunities in the Chicagoland area! <https://jobs.caapts.org/career-resources> **#RPMCareersWeek #CAAPTS**
- ✓ We're excited to be participating in RPM Careers Week from July 12–16 and celebrating the people who fuel our industry's success. The residential property management industry is resilient and there's never been a better time to recognize the hard work of the professionals who make apartment communities thrive! **#RPMCareersWeek #CAAPTS** *[INSERT GRAPHIC or PHOTO OF YOUR TEAM]*
- ✓ The Residential Property Management (RPM) industry provides rewarding careers through a variety of positions within the field. From community managers to leasing consultants, maintenance technicians who keep everything in working order and product/service providers who supply and support our residential communities – there are countless reasons our industry professionals love their careers. Learn more about a career in RPM. We can't wait to hear from you! **#RPMCareersWeek #CAAPTS** *[INSERT GRAPHIC or PHOTO OF YOUR TEAM]* https://www.youtube.com/watch?v=feo_BPvzJOE

Onsite Teams Day (Wednesday, July 14)

-  To our essential workers on team [INSERT PROPERTY NAME HERE] - we couldn't do it without you. The incredible work you have been providing for our community does not go unnoticed. Thank you for all you do! **#APTTeamsDay #CAAEssentialExcellence**
-  So many team members work tirelessly to keep our communities running safely and efficiently – going the extra mile over these past 16 months while navigating evolving operation protocols during the pandemic. Thank you for all you do! **#APTTeamsDay #CAAEssentialExcellence**
-  Our team of essential workers stepped up and answered the call to help keep our communities running smoothly throughout the pandemic. Please join the [INSERT PROPERTY NAME HERE] in saying THANK YOU to our [CHOOSE FROM: leasing professional, maintenance supervisor, door staff, property manager, maintenance team, resident coordinator]! **#APTTeamsDay #CAAEssentialExcellence**
-  Sending a big, heartfelt 'THANK YOU' to our amazing staff at our [INSERT PROPERTY NAME HERE] who keep our community running smoothly each and every day! **#APTTeamsDay #CAAEssentialExcellence**
-  Our industry was proud to be deemed “Essential” during the height of the pandemic. Sending a big thank you to all of our [INSERT PROPERTY NAME HERE] team members for their incredible efforts! **#APTTeamsDay #CAAEssentialExcellence**
-  Thank you to our incredible team of essential workers who have worked tirelessly in caring for our residents and keeping our property running smoothly as we navigated a pandemic – and begin the road to recovery. **#APTTeamsDay #CAAEssentialExcellence**
-  As essential workers, members of our [INSERT PROPERTY NAME HERE] team showed up to work every day during the COVID-19 pandemic to ensure our property and residents were taken care of during the stay at home order. We are grateful to be part of this incredible community that supports each other in incredible ways each and every day! **#APTTeamsDay #CAAEssentialExcellence**
-  We would like to take a moment to highlight our onsite staff for all they do in keeping our community safe and our property running smoothly! **#APTTeamsDay #CAAEssentialExcellence**