

RPM Careers Week 2022

Welcome – and thank you for participating in RPM Careers Week 2022 in partnership with the Chicagoland Apartment Association!

RPM Careers Week runs July 18–22 and we’re taking the opportunity again this year to spotlight our members, the many career opportunities our field offers, and share why we love and support the residential property management industry. This social media toolkit focuses on two programs being executed during this upcoming week in July:

❖ **RPM Careers Week (July 18 – 22)**

From July 18 to 22, help us raise awareness about RPM Careers Week by showing off your work and encouraging job seekers to consider careers in residential property management. Join us by **sharing** your photos or videos 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 your team members landed their RPM career, along with a photos of team members on the job. There are many ideas and sample posts provided in this toolkit that can 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 20)**

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 and workers who have kept our communities safe and running during the COVID-19 pandemic and throughout the ongoing reopening process. Similar to the program we’ve executed in the past with our “Thank You Thursday” and #CAAEssentialExcellence program, the *Onsite Teams Day* allows our members to show appreciation for the residential property management industry’s on-site staff who keep our apartment communities safe and thriving. 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 few years – 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 to build awareness and celebrate RPM Careers Week.

****** 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 18–22 and happy to be celebrating the people who help our communities thrive! The residential property management industry is resilient and there's never been a better time to recognize the hard work of the professionals serving our properties, residents and communities! **#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 – we couldn't be more proud of our team! **#RPMCareersWeek #RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ The Residential Property Management (RPM) industry provides rewarding career opportunities through a variety of positions within the field and we are working to help spread the word during RPM Careers Week July 18-22)! 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]
- ✓ Are you a problem solver? Do you like being part of a team? Are you good at working with your hands? If you answered "yes" to any of these questions, a career in Residential Property Management (RPM) may be a perfect fit! The Chicagoland Apartment Association's careers center helps connect talent with great opportunities throughout the Chicagoland area. 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 celebrates the people who fuel our industry's success. Despite being presented with challenges over the past few years, 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 our 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/to your community.
- ❖ **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 and/or sharing your perspective of why diversity, equity, and inclusion are important to your professional community (*See NAA toolkit for sample sign | NAA Draft Messaging Examples Posted Below*)
 - "Diverse voices and perspectives make my RPM community great because _____"
 - "An Equitable workplace is a happy workplace because _____"
 - "We pledge to make our community inclusive by _____"
- ❖ **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 runs July 18-22 and celebrates the people who fuel our industry's success – sending a big THANK YOU to our [INSERT ORGANIZATION NAME HERE] team for all you do!! **#RPMCareersWeek #RPMmoments #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ **#RPMCareersWeek** runs from July 18–22 - there's never been a better time to recognize the hard work of the professionals who make our 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 help make our 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 who help turn our 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 career opportunities through a variety of positions, certifications and training programs. Learn more about a career in RPM and join us!
https://www.youtube.com/watch?v=feo_BPvzJOE **#RPMCareersWeek #RPMmoments #CAAPTS**
- ✓ Do you like being part of a team and solving problems? Are you good at working with your hands? The @CAAPTS careers center helps connect talent w/great opportunities. Learn more about career opportunities in 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 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 18–22! Over the past few years, 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 your commitment each and every day to keeping our property safe and 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 residents at [INSERT PROPERTY COMMUNITY NAME HERE] we appreciate all you do! **#RPMmoments #CAAPTS** [INSERT PHOTO OF TEAM MEMBER or DEPARTMENT HERE]



LinkedIn: Sample Posts

- ✓ Our dynamic Residential Property Management (RPM) industry requires team members to work well with current and potential residents, helping them decide where to live and making their apartment feel like home. At [Company Name], we're excited to take part in RPM Careers Week, working 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 in our industry today! **#RPMCareersWeek #CAAPTS** https://www.youtube.com/watch?v=feo_BPvzJOE
- ✓ Opportunities in the Residential Property Management (RPM) industry are endless. RPM careers offer a pathway of advancement from entry-level to management, along with job security, job mobility, and great benefits including 401(k) plans, health insurance, paid holidays and more. Hear directly from real RPM professionals about their personal experiences working in our industry – join us! **#RPMCareersWeek #CAAPTS** <https://www.youtube.com/watch?v=NdvILdJkaNU>
- ✓ Working in the Residential Property Management (RPM) means you're an important part of people's lives and the places we help make their home. Hear from some of the professionals in our industry share their experiences about how their RPM 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 our Residential Property Management (RPM) industry may be right for you! Industry experts and employees explain why the RPM industry is growing and in great need of talent to join our teams — and what that means for career growth, job security and more. **#RPMCareersWeek #CAAPTS** <https://www.youtube.com/watch?v=i99VeGKyPew&t=4s>
- ✓ Now, more than ever, our 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 Residential Property Management (RPM) in the Chicagoland area! <https://jobs.caapts.org/career-resources> **#RPMCareersWeek #CAAPTS**
- ✓ We're excited to be participating in RPM Careers Week from July 18–22 and are 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 our 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 and join us - 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 20)

-  Thank you to our essential workers on team [INSERT PROPERTY NAME HERE]! The incredible work you have been providing for our community does not go unnoticed. Thank you for all you do! **#APTTeamsDay #CAAEssentialExcellence #RPMmoments**
-  So many of our incredible team members work tirelessly to keep our communities running safely and efficiently – always going the extra mile. Thank you for all you do! **#APTTeamsDay #CAAEssentialExcellence #RPMmoments**
-  Our team of essential workers stepped up and answered the call to help keep our communities running smoothly these past few years during 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 #RPMmoments**
-  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**
-  Sending a big thank you to all of our [INSERT PROPERTY NAME HERE] team members for their incredible efforts to keep our community running smoothly and residents happy in their homes! **#APTTeamsDay #CAAEssentialExcellence #RPMmoments**
-  Thank you to our incredible team of essential workers who care for our residents and keep our property running smoothly each and every day! **#APTTeamsDay #CAAEssentialExcellence #RPMmoments**
-  As essential workers, members of our [INSERT PROPERTY NAME HERE] team showed up to work every day during the pandemic to ensure our property was running smoothly and residents were taken care. We are grateful to be part of this incredible community that supports each other in amazing ways each and every day! **#APTTeamsDay #CAAEssentialExcellence #RPMmoments**
-  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 #RPMmoments**