

CAA Social Media Tool Kit

RPM Careers Week April 14-18, 2025

Thank you for participating in RPM Careers Week 2025 in partnership with the Chicagoland Apartment Association!

RPM Careers Week runs April 14 - 18 and we're again taking this opportunity to spotlight our members, the career opportunities available 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 April:

❖ **RPM Careers Week (April 14 – 18)**

From April 14 to 18, 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 in their RPM career, along with 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: **#RPMCareers** **#CAAPTS**

❖ **Apartment Onsite Teams Day (Wednesday, April 16)**

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. This is a fantastic opportunity to show appreciation for the residential property management industry's onsite 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 hashtags **#APTTeamsDay** and **#CAAPTS**.

Social media gives us a wonderful 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 complex issues in an environment of extreme uncertainty over the past few years – let's celebrate them and inspire more talent to join the industry!

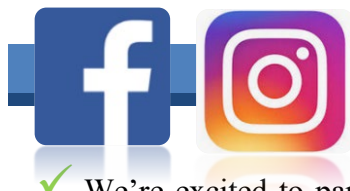
In this toolkit, you will find several sample posts that can be used in crafting your messaging for use on Facebook, Instagram, Twitter and LinkedIn to build awareness and celebrate RPM Careers Week.

* 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!

** Anyone who shares a post for RPM Careers Week and uses the hashtag **#CAAPTS** will be entered into a raffle for a \$50 gift card.

** 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 participate in RPM Careers Week from April 14 – 18, celebrating the people who help our communities thrive! The Residential Property Management (RPM) 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! **#RPMCareers #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! **#RPMCareers #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 (April 14 - 18)! Learn more about a career in RPM or apply now at [\[link to company job website\]](#). We can't wait to hear from you! **#RPMCareers #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> **#RPMCareers #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 (RPM) industry has stayed resilient - there's never been a better time to switch careers to the RPM industry! **#RPMCareers #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 **#RPMCareers #CAAPTS**

OTHER IDEAS FOR ORGANIC CONTENT/POSTS:

- ❖ **Leadership/Support Services Monday (April 14):** Post a photo or video about your leadership/support services team or professional and why they make your company awesome. In a caption, let us know how they nurture your talents, build up their team and how they serve the staff and the community in the best way possible.
- ❖ **Maintenance/Service Professional Tuesday (April 15):** Post a photo or video of your maintenance team or a maintenance technician in action and tell us what makes them so valuable to your community; share a short message about how they've had a positive impact on your team.
- ❖ **Super Supplier Collaborator Thursday (April 17):** Post a photo or video of your favorite supplier collaborator (point of contact/individual) and share how they help your property, whether that's making your onsite team's day easier, interacting with residents and staff with a positive disposition, or how they're just invaluable to your operation.
- ❖ **Why I Love My RPM Career Friday (April 18):** Post a photo of yourself or create a video at your property and include a two- to three-line caption telling us why you love your RPM career. Invite your team to participate by sharing a short post about how they landed their RPM career, along with a photo of them at work.

****BE SURE TO INCLUDE OUR HASHTAGS: #RPMCareers #CAAPTS**



X (Formerly Twitter): Sample Posts

- ✓ RPM Careers Week runs April 14 – 18 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!! **#RPMCareers #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ **#RPMCareersWeek** runs from April 14 – 18 and there's never been a better time to recognize the hard work of the professionals who make our apartment communities thrive! **#RPMCareers #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! **#RPMCareers #CAAPTS** [INSERT GRAPHIC or PHOTO OF YOUR TEAM]
- ✓ Our leasing consultants, maintenance techs, property managers, suppliers & support professionals work hard every day to help turn our residents' apartments into homes. We're happy to celebrate our incredible team during RPM Careers Week! **#RPMCareers #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 **#RPMCareers #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> **#RPMCareers #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 **#RPMCareers #CAAPTS**
- ✓ We're celebrating **#RPMCareersWeek** from April 14 – 18. There's never been a better time to switch careers to the RPM industry. Join us!! **#RPMCareers #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! **#RPMCareers #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! **#RPMCareers #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] **#RPMCareers #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! **#RPMCareers #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! **#RPMCareers #CAAPTS** https://www.youtube.com/watch?v=f eo_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 firsthand experiences working in our industry – join us! **#RPMCareers #CAAPTS** <https://www.youtube.com/watch?v=NdvILdJkaNU>
- ✓ Working in the Residential Property Management (RPM) field means you're an important part of people's lives, and the places they call home. Hear 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. **#RPMCareers #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. **#RPMCareers #CAAPTS** <https://www.youtube.com/watch?v=i99VeGKyPew&t=4s>
- ✓ Now, more than ever, our industry needs talented, hardworking individuals to help build strong communities. If you are looking for a rewarding career that offers great benefits, challenging work and the chance 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> **#RPMCareers #CAAPTS**
- ✓ We're excited to participate in RPM Careers Week from April 14 – 18, celebrating the people who fuel our industry's success! The Residential Property Management (RPM) industry is resilient and there's never been a better time to recognize the hard work of the professionals who make apartment communities thrive! **#RPMCareers #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 why our industry professionals love their careers. Learn more about a career in RPM and join us - we can't wait to hear from you! **#RPMCareers #CAAPTS** *[INSERT GRAPHIC or PHOTO OF YOUR TEAM]* https://www.youtube.com/watch?v=f eo_BPvzJOE

Onsite Teams Day (Wednesday, April 16)



Thank you to our essential workers on team [INSERT PROPERTY NAME HERE]! The incredible support you provide for our community does not go unnoticed. Thank you for all you do! **#APTTeamsDay #CAAPTS**



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 #CAAPTS**



Our team routinely steps up to help keep our communities running smoothly. 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 #CAAPTS**



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 #CAAPTS**



Sending a big thank you to our [INSERT PROPERTY NAME HERE] team members for their incredible efforts to keep our community running smoothly and residents happy in their homes! **#APTTeamsDay #CAAPTS**



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 #CAAPTS**



Members of our [INSERT PROPERTY NAME HERE] team show up to work every day to ensure our property is running smoothly and residents are taken care of in their homes. We are grateful to be part of this incredible community that supports each other in amazing ways each and every day! **#APTTeamsDay #CAAPTS**



Taking a moment to highlight our onsite staff for all they do in keeping our community safe and our property running smoothly! **#APTTeamsDay #CAAPTS**