



2023 National Disability Employment Awareness Month Social Media Toolkit

What is National Disability Employment Awareness Month?

Observed each October, National Disability Employment Awareness Month (NDEAM) celebrates the contributions of America's workers with disabilities past and present and showcases supportive, inclusive employment policies and practices that benefit employers and employees. This year's theme NDEAM theme is "Advancing Access and Equity."

About the NDSS NDEAM Toolkit

This toolkit provides you with social media content, including graphics and copy, so you can easily help spread awareness and advocate for the Down syndrome community during NDEAM!

Here's what you need to do:

1. Download the graphics below
2. Copy the social media text that accompanies the graphic
3. Create a post using the graphic and social media text
 - a. Try to post about NDEAM at least once per week!
 - b. Don't forget to tag us and use the NDEAM hashtags below.

Optional - Update your LinkedIn banner

NDEAM Hashtags

- #NDEAM
- #NDEAM2023
- #DisabilityEmployment

NDSS Social Media Handles – Tag us!

- Facebook and LinkedIn - @National Down Syndrome Society
- Instagram, TikTok, and Threads - @ndssorg
- Twitter - @NDSS

Have a question about the toolkit or need help?

Contact us at employment@ndss.org.



Social Media Graphics and Text

Post #1



Suggested caption:

I am proud to support National Disability Employment Awareness Month (NDEAM). Each October, NDEAM aims to educate about disability employment issues and celebrate the many and varied contributions of America's workers with disabilities. Learn more about NDEAM at <https://www.dol.gov/agencies/odep/initiatives/ndeam>.

Suggested Instagram caption:

I am proud to support National Disability Employment Awareness Month (NDEAM). Each October, NDEAM aims to educate about disability employment issues and celebrate the many and varied contributions of America's workers with disabilities. Learn more about NDEAM at the link in my bio!

Download

Download

Customizable option



Post #2



Suggested caption:

Despite significant gains over the last year, many workers with disabilities still face higher levels of unemployment compared to people without disabilities. You can advocate for equal opportunities for individuals with Down syndrome by supporting the Transformation to Competitive Integrated Employment Act!

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Post #3 – Instagram Carousel

These are intended to be used as a carousel (a post on Instagram that has multiple photos that you swipe through). They can be used on other platforms as well. Please make sure you post them in the correct order.

Suggested caption:

NDEAM is a reminder that every person has the right to explore their potential in the workplace! Here are three things you can do to make your workplace an inclusive environment for people with disabilities.



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Post #4



Suggested caption:

Support disability employment—buy from entrepreneurs with Down syndrome this NDEAM! <https://ndss.org/self-advocate-small-businesses>

Suggested Instagram caption:

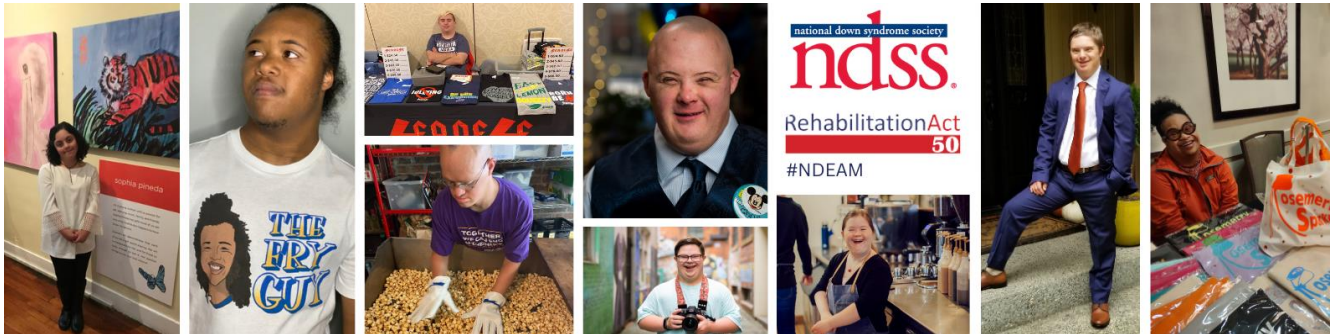
Support disability employment—buy from entrepreneurs with Down syndrome this NDEAM!
A list of phenomenal self-advocate-owned businesses can be found at the link in my bio!

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LinkedIn Banner

Update your LinkedIn banner to show your support for NDEAM and the Down syndrome community.



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Additional NDEAM Graphics



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Customizable option