



hire outside **the box.**

Social Media Toolkit



#HireOutsideTheBox

Los Angeles County
Workforce Development,
Aging & Community Services

Email: FairChance@lacounty.gov
Web: fairchance.lacounty.gov

Caroline Torosis, Economic and Business Program Director
Stephanie Holloway, External Relations Manager

SCAN HERE
FOR MORE INFO



How **You** Can Help



ADD THE **FAIR CHANCE** LOGO TO YOUR WEBSITE



SHARE A **FACEBOOK** POST OR **TWEET** YOUR SUPPORT



POST A PHOTO TO **INSTAGRAM**



LINK TO THE **FAIR CHANCE** WEBSITE: fairchance.lacounty.gov

CONNECT WITH US ON SOCIAL MEDIA:



facebook.com/lacfairchance



instagram.com/_lacfairchance



[@LACFairChance](https://twitter.com/LACFairChance)



linkedin.com/company/lacountywdacs/



For **Businesses**

The Fair Chance Act makes it illegal for California employers with five or more employees to ask about a criminal record before making a job offer. This means ads, job applications, and interview questions can't ask about a criminal record. After a conditional job offer is made, you can conduct a criminal conviction history check, but the law requires an individualized assessment before making a decision based on this conviction history.

We're asking local businesses to take the Fair Chance Pledge and support these principles:

- 1** We believe in second chances.
- 2** We know justice-involved individuals can be great employees.
- 3** We support Fair Chance hiring practices.

To take the pledge, go to:
fairchance.lacounty.gov/fair-chance-hiring-pledge

Fair Chance businesses can pledge their support by posting these graphics and content on **social media**:

Tweets

We believe in second chances. We are proud to support justice-involved individuals. Join us and take the pledge at fairchance.lacounty.gov @LACFairChance #fairchancepledge #hireoutsidethebox

We are a Fair Chance Employer and support Fair Chance hiring practices. Do you? Take the pledge at fairchance.lacounty.gov @LACFairChance #fairchancepledge #hireoutsidethebox



Tweets

Use these **FAIR CHANCE** tweets on your Twitter account.

We gave a justice-involved individual a second chance and we got rewarded with a great worker and tax incentives. Learn more about Fair Chance Hiring practices: fairchance.lacounty.gov **#FairChance** **#FairChanceAct** **#HireOutsideTheBox**

Hiring justice-involved individuals is good for business! Research shows they stay longer, work harder, and get promoted faster. Learn more about **#FairChance** hiring practices: fairchance.lacounty.gov **#FairChanceAct** **#HireOutsideTheBox**

Reentry employees work hard. We should know: we've hired them before, and we'll happily do it again! Learn more about **#FairChance** hiring practices: fairchance.lacounty.gov **#FairChanceAct** **#HireOutsideTheBox**

Think of what a second chance could mean for a justice-involved individual – and what a qualified, loyal, hard-working candidate could do for your business. Learn more about **#FairChance** hiring practices: fairchance.lacounty.gov **#FairChanceAct** **#HireOutsideTheBox**

What's fair is fair: we believe in second chances. That's why we support **#FairChance** hiring practices and providing employment opportunities to justice-involved individuals. Learn more: fairchance.lacounty.gov **#FairChanceAct** **#HireOutsideTheBox**

Facebook

FAIR CHANCE facts to post on your Facebook page.

Staying Power

Introducing the Fair Chance Hiring campaign, which aims to encourage businesses to give justice-involved individuals a second chance – visit their website to learn more about Fair Chance Hiring practices: fairchance.lacounty.gov **#HireOutsideTheBox**

Give a Second Chance

What if your biggest mistake followed you for the rest of your life? Fair Chance Act Hiring aims to change that. Learn more: fairchance.lacounty.gov **#HireOutsideTheBox**

Reentry Facts

2 out of 3 HR professionals think the quality of work is as high or higher than employees with no criminal record. fairchance.lacounty.gov **#HireOutsideTheBox**

Looking for Workers?

Looking for talent? fairchance.lacounty.gov has all the resources you need to tap into a new applicant field. **#HireOutsideTheBox**

Shareable Content

FAIR CHANCE facts and info to post and share.

A CHANCE TO SUCCEED

Reentry employees work hard. Don't overlook this motivated group of potential workers when you're hiring.



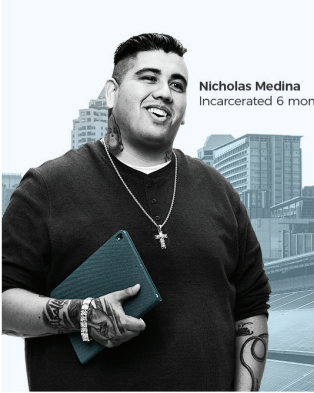
David Andrade
Incarcerated 9 years




fairchance
hire outside the box.
fairchance.lacounty.gov

DEDICATED. LOYAL. QUALIFIED.
HIGHLY TRAINABLE. FORMERLY INCARCERATED.

Show your commitment to Fair Chance Hiring practices and give everyone an opportunity to succeed.



Nicholas Medina
Incarcerated 6 months



fairchance
hire outside the box.
fairchance.lacounty.gov

JUSTICE-INVOLVED WORKERS STAY LONGER




fairchance
hire outside the box.
fairchance.lacounty.gov

HIRE OUTSIDE THE BOX

DID YOU KNOW YOU CAN GET FEDERAL TAX INCENTIVES FOR HIRING JUSTICE-INVOLVED INDIVIDUALS?




fairchance
hire outside the box.
fairchance.lacounty.gov

1 IN 3 PEOPLE HAVE A RECORD

WHEN YOU GIVE JUSTICE-INVOLVED INDIVIDUALS A FAIR CHANCE, YOU HELP REBUILD THEIR LIVES.




fairchance
hire outside the box.
fairchance.lacounty.gov

"People believe I have **what it takes** to execute at a high level. It inspires me to **believe in myself** even more."

Thomas Kurdy
Creative Director, ConCreates
Incarcerated 5 years




fairchance
hire outside the box.
fairchance.lacounty.gov

Fair Chance Logos for Use

Click on the **FAIR CHANCE** logo box, then right-click image to download

