**NDEAM 2025 Social Media Challenge:**

**One Thing I Wish Employers Knew**

The Challenge

This challenge is an opportunity to help employers understand the job seeker’s perspective by sharing one simple message:

**What’s one thing you wish more employers understood about disability, access, or inclusive hiring?**

By joining in, you’ll help start important conversations across Canada and show how small changes can create #WorkWithoutBarriers.

How to Participate

**Option 1: Use the Branded Template**

* Download the ready-to-use template (provided in Canva and PPT).
* Fill in the blank: *“*One thing I wish employers knew: \_\_\_\_\_\_\_\_\_\_\_\_\_”
* Save it as a picture (JPG or PNG).
* Post it on LinkedIn, Facebook, Instagram, or X

**Option 2: Do It as a Team**

* Gather your team for a fun 15-minute activity.
* Each staff member writes one sentence on a piece of paper or shares it on camera.
* Take photos holding up your signs OR record short clips.
* Share as a **carousel post** (multiple images) or a short video.

Examples You Can Use:

* “One thing I wish employers knew is that accommodations are often free or cost less than $500.”
* “One thing I wish employers knew is that gaps on a resume don’t reflect gaps in potential.”
* “One thing I wish employers knew is how powerful it is to just ask: *What do you need to do your best work?*”
* “One thing I wish employers knew is that inclusive hiring is not charity. It’s a competitive advantage.”

Tips for Posting

* **Use the hashtags**: #NDEAM2025 #WorkWithoutBarriers #EngageTalent
* **Tag ODEN**, so we can amplify your post: @odenetwork
* **Keep it simple**: A short message is powerful no need for fancy graphics or editing!

FAQs

**Do I need special software?**
No. You can use the template we provide or take a photo with your phone.

**What if I’m not good with social media?**
Keep it simple! One post is enough. Every message adds to the movement.

**Where should I post?**
Start with LinkedIn or Facebook. If you have Twitter/X or Instagram, you can share there as well.

**Can we do more than one post?**
Absolutely. Share multiple staff voices or post once a week during the month of October.

This isn’t about perfection. It’s about sharing your perspective and helping employers rethink what talent looks like.