

Sample LinkedIn Posts

Please use the following messaging to spread the word about open applications for the National Mental Wellbeing Workforce Acceleration Collaborative. Copy, save and share our social messages, graphics and promotional materials in ways that fit the needs of your audiences and channels.

Tag the National Council for Mental Wellbeing and Kaiser Permanente in your posts!

Facebook:

[@National Council for Mental Wellbeing](#)

[@Kaiser Permanente](#)

X (formerly Twitter):

[@NationalCouncil](#)

[@aboutKP](#)

LinkedIn:

[National Council for Mental Wellbeing](#)

[Kaiser Permanente](#)

Instagram:

[@nationalcouncil](#)

[@kaiserpermanente](#)

TikTok:

[@national_council](#)

[@kaiserpermanente](#)

YouTube:

[@NationalCouncil](#)

[@kaiserpermanenteorg](#)

Threads:

[@nationalcouncil](#)

[@kaiserpermanente](#)

Recommended hashtags:

#WorkforceAccelerator

#ClinicalLicensure

#MentalHealthWorkforce

#MentalHealthCareer

Sample LinkedIn Posts

Prospective Candidate Audience

Post 1: Primary Announcement

Exciting new opportunity for mental health clinicians! The National Council for Mental Wellbeing and Kaiser Permanente are recruiting for the National Mental Health Workforce Acceleration Collaborative.

Post-master's candidates receive up to \$10,000 in milestone-based incentives, including cash stipends and professional development support!

The program supports mental health clinicians early on their journey to licensure with:

- Live and on-demand trainings
- Peer support groups and mentorship
- Networking and professional development opportunities

Are you eligible? You should be a full-time employee who:

- Has a master's degree (or will graduate soon) in counseling psychology, mental health counseling, marriage and family therapy, social work or substance use/addiction counseling
- Is early in your clinical licensure journey
- Demonstrates financial need and a commitment to serving communities with unmet needs
- Is employed by an eligible organization
- Ready to accelerate your career while making a difference?

Apply today: www.thenationalcouncil.org/accelerator



Sample LinkedIn Posts

Post 2: Benefits-Focused

The National Mental Health Workforce Acceleration Collaborative offers unmatched support for early career mental health clinicians:

- Up to \$10,000 in milestone-based support
- Expert-led training and mentorship
- Peer support through your licensure journey
- Practical professional development

Do you have a master's degree? Are you pursuing clinical licensure in social work, professional counseling, marriage and family therapy or substance use/addiction counseling?

If you're early in your licensure journey and committed to serving communities with unmet needs, this is an opportunity you don't want to miss.

Don't navigate licensure alone. Join a program designed to help you succeed.

Apply today: www.thenationalcouncil.org/accelerator



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Post 3: Mission-driven Appeal

America's mental health crisis needs YOU. But we know the path to licensure can feel overwhelming — complex requirements, financial stress, isolation.

What if it didn't have to be that way?

The National Mental Health Workforce Acceleration Collaborative offers:

- Financial support (up to \$10K)
- Expert guidance every step of the way
- A community of peers facing the same challenges
- Resources designed specifically for your success

We're building a workforce that truly reflects and serves our communities. Your background, your perspective, your commitment to populations that lack resources — that's exactly what mental health and substance use care needs.

You have the education. You have the passion. Let the Accelerator provide the support.

Ready to start your journey to clinical licensure?

Apply to join the program: www.thenationalcouncil.org/accelerator



Sample LinkedIn Posts

Employer and Partner Audience

Post 1: Employee Support

Are you struggling to support your early career mental health staff through the complex licensure process?

The National Mental Health Workforce Acceleration Collaborative, powered by Kaiser Permanente and the National Council for Mental Wellbeing, is offering up to \$10K to support your eligible employees pursuing licensure.

Perfect for your employees who:

- Recently completed their master's in mental health fields
- Are early in the licensure journey
- Are committed to serving communities with unmet needs
- Work full time at an eligible organization

What your organization gains:

- Better retention of talented staff
- Faster pathway to fully licensed clinicians
- Access to expert training and development resources
- Connection to a national network of best practices

Eligible organization types: Mental health and substance use treatment centers, FQHCs, academic health institutions, school-based and mobile outreach services, nonprofit community-based provider organizations

Help your team succeed. Share this opportunity with employees who could benefit.

Program details and application: www.thenationalcouncil.org/accelerator



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Post 2: Network Amplification

Sharing an exciting opportunity for talented mental health professionals who could benefit from a free clinical licensure prep program. Please reshare and spread the word in your networks. Applications close Nov. 15!

The Pathways to Practice program offers:

- A supported pathway to licensure
- Up to \$10,000 in financial support
- Comprehensive professional development
- Mentorship and peer support networks

Who should you share this with?

- Recent master's graduates in counseling psychology, mental health counseling, marriage and family therapy, social work or substance use/addiction counseling
- Early career clinicians pursuing clinical licensure
- Professionals committed to serving communities with unmet needs
- Anyone working at a mental health and substance use treatment center, Federally Qualified Health Center, academic health institution, school-based and mobile outreach service, or nonprofit community-based provider organization

By supporting professionals who are committed to serving the communities that need it most, we can build a strong next generation of clinicians and reduce the mental health workforce shortage.

Learn more and apply: www.thenationalcouncil.org/accelerator



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Post 3: Call to Action for Referrals

The National Mental Health Workforce Acceleration Collaborative is recruiting exceptional candidates pursuing clinical licensure.

Tag a colleague, former student or team member who:

- Has a master's degree in the mental health field
- Is early in their clinical licensure journey
- Is passionate about serving communities with unmet needs
- Works at a treatment center, Federally Qualified Health Center or nonprofit mental health organization

What they'll get:

- Up to \$10,000 in financial support
- Expert training and mentorship
- Peer support community
- A supported path to licensure

What our communities get:

- More licensed mental health professionals
- Better representation in mental health care
- A stronger, more resilient workforce

Your referral could transform someone's career and impact countless lives. Who comes to mind? Tag them below or send them this post!

Program details and application: www.thenationalcouncil.org/accelerator

