



Colorado DB101 Media Kit

What is Colorado DB101?

Colorado DB101 (CO DB101) is a comprehensive website offering federal & Colorado focused tools and information for career exploration and planning, health coverage options, and disability benefits for Coloradans with Disabilities! Users are able to explore how employment and earnings interact with benefits and will be able to determine statewide resources to promote their employment journey. Colorado DB101 is a key resource to promote competitive integrated employment for all Coloradans with disabilities.

What is the Colorado DB101 Media Kit?

This media kit provides tools to promote the availability and use of the new resource and website, Colorado DB101. This kit is available to all stakeholders, including service agencies; state agencies, direct service providers, families, youth and adults with disabilities, and anyone with an interest in promoting Colorado DB101 and employment for all Coloradans with Disabilities.

For a list of all the tools available in this kit, please see Table of Contents.

How do I use the Colorado DB101 Media Kit?

Please browse each available tool and utilize those that fit into your own social media or agency communications. You may use 1 tool or all 8 tools.

Share this media kit with communications managers, colleagues, friends, and other contacts that would also have an interest in utilizing any of the available tools.

What if I have questions?

As you browse the media kit and utilize the tools provided, please let us know if you have any questions or need the materials in other formats.

If you have suggestions for additional media related needs, The Colorado Office of Employment First (COEF) is excited to work alongside you in all efforts promoting Colorado DB101 and Employment First in our state.

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1. Hashtags:

To promote discussion and awareness of CO DB101, we encourage everyone to utilize our dedicated hashtags to promote visibility with social media avenues. We have developed one specific hashtag to be used for Colorado DB101 and we encourage you to connect it to the hashtag for Employment First as well as any other hashtags you, or your agency regularly use.

Hashtags are most often used in social media posts including Instagram, Facebook, and Twitter.

- **#ColoradoDB101**
- **#EmploymentFirst**

2. Social Media Posts:

Five social media graphics are available to share on social media platforms including (but not limited to) Facebook, Instagram, and Twitter. We encourage you to post one a week. Post and share these graphics including your own taglines or any of our provided taglines below. You may also include the hashtags provided along with your hashtags in any social media post.

- [The Wait is Over](#)
 - Colorado DB101 is finally available in Colorado! Thank you to all of the supporters who have worked so hard to make this a reality for Colorado!
- [Colorado DB101 is Live](#)
 - Dive into the Colorado DB101 website! Check out all of the great resources from your computer, tablet, or phone 24/7/365!
- [Explore Work and Benefits](#)



- If you are worried about working and how it could affect your benefits, explore the estimators available to you on the Colorado DB101 website.
- [Career and Financial Growth](#)
 - Open up the possibility of financial growth and career opportunities! Test out various work scenarios and be guided to resources available to support your new journey.
- [24/7/365 Access](#)
 - 3AM, Can't Sleep? Thinking about Work? Colorado DB101 is MOBILE RESPONSIVE! This means access to information 24 hours a day, 7 days a week, 365 days a year!

3. Follow DB101 on Twitter:

Follow Colorado DB101 on Twitter to learn about updates and important information in the news relevant for you!

- @DB101_CO

4. Email Signature Block:

If your organization/business or you are interested in spreading the word about Colorado Disability Benefits 101, you can include a Colorado DB101 logo with direct hyperlink into your automated email signature line. Below is a link to our standalone jpg image that is linked to the Colorado DB101 website as well as an option to just insert the direct website hyperlink.

- Option 1: [DB101 Graphic for signature Block](#)
- Option 2: Insert the website's direct hyperlink : <https://co.db101.org/>

5. Informational Flyer/Cards:

The flyer/cards included here can be used as a virtual or printed resource for those stakeholders requesting more information or a link to the website.

- [Informational Colorado DB101 Flyer](#)
- [Small CO DB101 card link to website in English](#)
- [Small CO DB101 card link to website in Spanish](#)

6. Email Announcement:

The intent of this email template is to allow you the flexibility to personalize it depending on who you are connecting with to share the great news that Colorado DB101 is live and ready to be used!

- [Colorado DB101 Email Announcement](#)



7. Newsletter Article:

Copy and paste this article into your next newsletter! We want to celebrate the arrival of Colorado DB101 and encourage everyone to explore all of the information and resources housed on the Colorado DB101 website. We encourage all stakeholders to test it out for themselves or anyone they support.

- [Colorado DB101 Newsletter Article](#)

8. Press Release:

This Press Release was developed in partnership with the University of Colorado Anschutz Campus and Colorado Department of Labor Public Relations departments. Please feel free to share this press release through your agency announcements, newsletters, and websites.

- [Colorado DB101 Press Release](#)