

Fair Chance Month 2022

Educational Content Campaign
[Social Media Activation]

checkr





What is Fair Chance Month?

Approximately 1 in 3 American adults has a criminal record, which limits their access to education, jobs, housing, and other things they need to reach that potential.

[Fair Chance Month](#) also known as Second Chance Month is a nationwide effort originally created by the Prison Fellowship to raise awareness about the barriers and unlock brighter futures for people with a criminal record.

Campaign Overview

1| Led a four-week integrated campaign featuring fair chance stories, non-profit organizations and resources that encourage education and adoption.

2| Seventeen different pieces of content were produced including social media posts, video interviews and blog posts.

3| Social media content and assets were created for Checkr brand, leadership and employees to share to their respective audiences.

Social Media Content

(Selection of Posts)

Fair Chance Month Kickoff

Social Media Post #1

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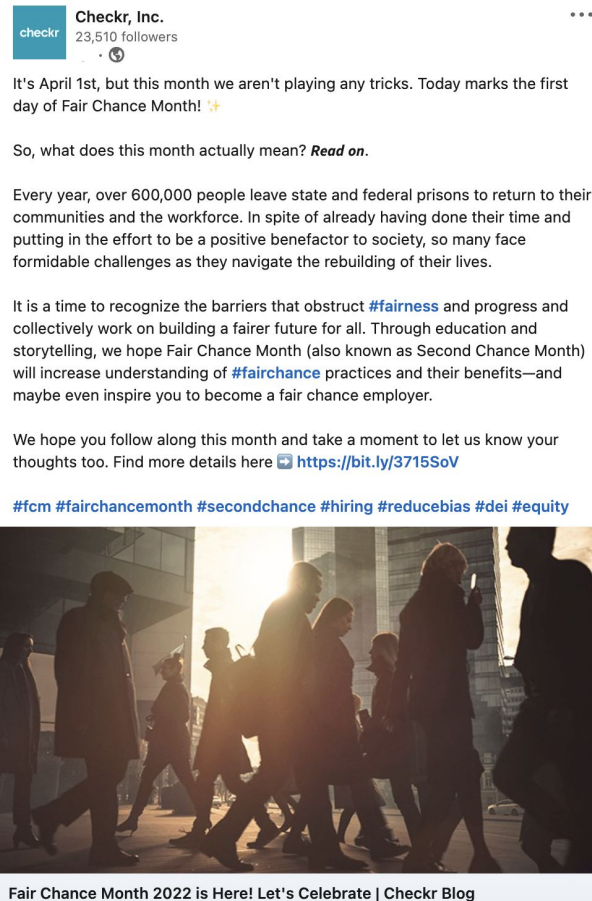
It's April 1st, but this month we aren't playing any tricks. Today marks the first day of Fair Chance Month! ✨

So, what does this month actually mean? **Read on.**

Every year, over 600,000 people leave state and federal prisons to return to their communities and the workforce. In spite of already having done their time and putting in the effort to be a positive benefactor to society, so many face formidable challenges as they navigate the rebuilding of their lives.

It is a time to recognize the barriers that obstruct #fairness and progress and collectively work on building a fairer future for all. Through education and storytelling, we hope Fair Chance Month (also known as Second Chance Month) will increase understanding of #fairchance practices and their benefits—and maybe even inspire you to become a fair chance employer.

- 5 We hope you follow along this month and take a moment to let us know your thoughts too. Find more details here → <https://bit.ly/3715SoV>



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Fair Chance Employee Story

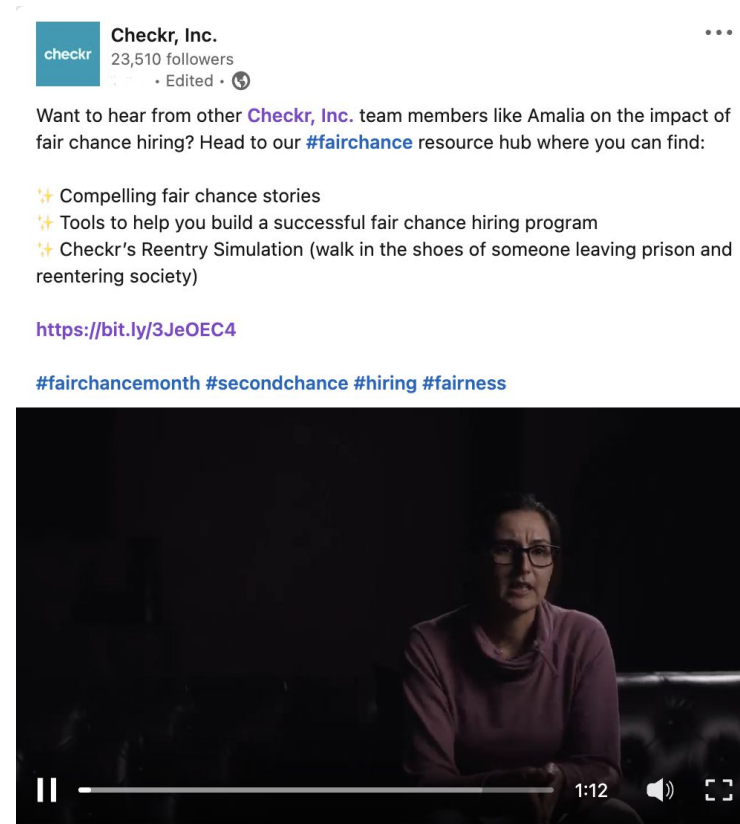
Social Media Post #2

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Want to hear from other Checkr, Inc. team members like Amalia on the impact of fair chance hiring? Head to our **#fairchance** resource hub where you can find:

- ✦ Compelling fair chance stories
- ✦ Tools to help you build a successful fair chance hiring program
- ✦ Checkr's Reentry Simulation (walk in the shoes of someone leaving prison and reentering society)

<https://bit.ly/3JeOEC4>



Fair Chance #MissionMoment

Social Media Post #3

Copy:

A big thanks to [Jason Jones](#), Sr. Manager of Partnerships at [The Last Mile](#) (TLM) for talking to Checkr in this latest #MissionMoment.

Jason shares how a #fairchance not only saved his life, but also saved his family, allowing him to create a positive impact in his community. ❤️

Listen below to hear more about his experience and the incredible work TLM does around fair chance, such as operating tech accelerators inside of prisons and preparing graduates for high-growth careers.

Find more videos and fair chance resources here: <https://bit.ly/3JeOEC4>

#fairchancemonth #fcm #secondchance #formerlyincarcerated
#employment



Checkr, Inc.

23,511 followers

• Edited •



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Mission Moment: Partner Story

FEATURING

Jason Jones
The Last Mile

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