



## Social Media Components

**LicensesE** is the Department of Safety and Professional Services new self-guided, online platform that is replacing paper-based applications for occupational licenses. On May 16, 2022, LicensesE will be available for most health occupations at [license.wi.gov](https://license.wi.gov).

Below are suggested copy and images to use to spread the word about LicensesE. We created some general graphics and some profession-specific graphics to make it easier to communicate with your audiences.

<p><b>SUGGESTED FACEBOOK POST:</b> Getting licensed in Wisconsin is getting easier! Starting on May 16, most initial health applications will be available online with <a href="https://license.wi.gov">LicensesE</a>. LicensesE gives customers more control over their applications and access to more information about their application status. LicensesE replaces paper forms and manual processes, which will minimize error and shorten response times. Click <a href="#">HERE</a> for the list of professions going digital and to sign up for LicensesE email updates. <i>Business, trades, and manufactured homes licenses are not included in this launch of LicensesE. No renewals are included in this launch.</i></p>	<p>Image:</p>
<p><b>SUGGESTED SPECIFIC FACEBOOK POST:</b> Getting licensed in Wisconsin is getting easier! On May 16, initial nursing applications will be available online with <a href="https://license.wi.gov">LicensesE</a>. LicensesE gives customers more control over their applications and access to more information about their application status. LicensesE replaces paper forms and manual processes, which will minimize error and shorten response times. Click <a href="#">HERE</a> for the list of professions going digital and to sign up for LicensesE email updates. <i>Business, trades, and manufactured homes licenses are not included in this launch of LicensesE.</i></p>	

<p><i>Nursing renewals are <b>not</b> included in this launch. Any pending renewals will be processed, and license holders awaiting renewal do not need to use LicensE to complete their renewal.</i></p>	
<p><b>SUGGESTED TWITTER POST:</b> Getting licensed in Wisconsin is getting easier! On May 16, initial health applications are moving online with <a href="#">LicensE</a>. Click <a href="#">HERE</a> for the list of professions going digital!</p>	<p>INCLUDE CORRESPONDING IMAGE LOCATED ON PAGE 3-5</p>  <p>The graphic features the title 'LicensE' with a Wisconsin map icon. Below it are three columns: 'What' with a document icon and 'Your professional license', 'Where' with a browser icon and 'license.wi.gov', and 'When' with a calendar icon and 'Live May 16!'. At the bottom, it states: 'LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!'.</p>
<p><b>SUGGESTED INSTAGRAM POST:</b> Getting licensed in Wisconsin is getting easier! On May 16, most initial health applications will be available online with <a href="#">LicensE</a>. LicensE gives customers more control over their applications and access to more information about their application status. LicensE replaces paper forms and manual processes, which will minimize error and shorten response times. Click <a href="#">HERE</a> for the list of professions going digital and to sign up for LicensE email updates. <i>Business, trades, and manufactured homes licenses are not included in this launch of LicensE. No renewals are included in this launch.</i></p>	<p>INCLUDE CORRESPONDING IMAGE LOCATED ON PAGE 3-5</p>  <p>This graphic is identical to the one in the previous row, featuring the 'LicensE' title, three columns for 'What', 'Where', and 'When', and a footer with the platform's description and website.</p>
<p><b>SUGGESTED LINKEDIN POST:</b> Are you about to graduate with a health care degree? Are you planning on applying for a Wisconsin license to practice? Good news! Getting licensed in</p>	<p>INCLUDE CORRESPONDING IMAGE LOCATED ON PAGE 3-5</p>

Wisconsin is getting easier! On May 16, you can apply for your initial health application online with [LicensE](#). LicensE gives you more control over your application and access to more information about your application status. LicensE replaces paper forms and manual processes, which will minimize error and shorten response times. Click [HERE](#) for the list of professions going digital and to sign up for LicensE email updates.



**LicensE**

**What** **Where** **When**

Your professional license      license.wi.gov      Live May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

### Counseling



**LicensE**

**What** **Where** **When**

Your counseling license      license.wi.gov      Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

### Dental



**LicensE**

**What** **Where** **When**

Your dental license      license.wi.gov      Live May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

**General**



**LicensE**

**What** **Where** **When**

Your professional license      [license.wi.gov](http://license.wi.gov)      Live May 16!

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Apply for your license at [license.wi.gov](http://license.wi.gov)!*

**Nursing**



**LicensE**

**What** **Where** **When**

Your nursing license      [license.wi.gov](http://license.wi.gov)      Live on May 16!

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Apply for your license at [license.wi.gov](http://license.wi.gov)!*

**Pharmacy**



**LicensE**

**What** **Where** **When**

Your pharmacist license      [license.wi.gov](http://license.wi.gov)      Live on May 16!

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Apply for your license at [license.wi.gov](http://license.wi.gov)!*

**Physician**



**LicensE**

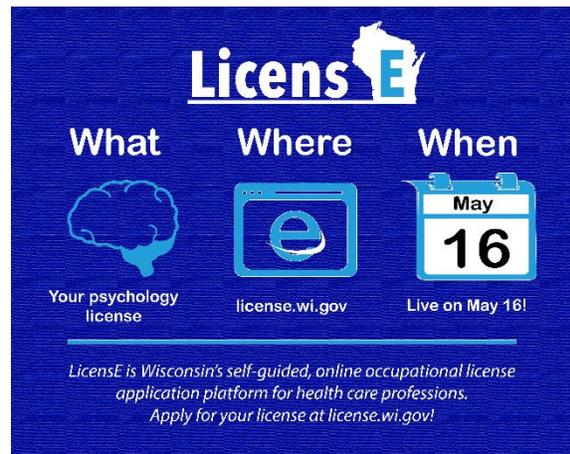
**What** **Where** **When**

Your physician license      license.wi.gov      Live May 16!

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**Psychology**



**LicensE**

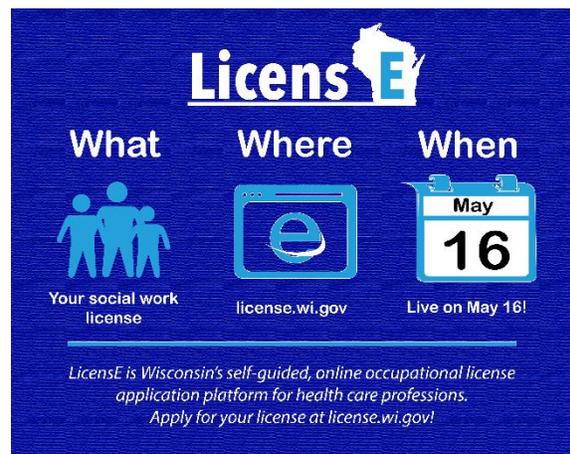
**What** **Where** **When**

Your psychology license      license.wi.gov      Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

**Social Work**



**LicensE**

**What** **Where** **When**

Your social work license      license.wi.gov      Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

**Flyers/Handouts:**



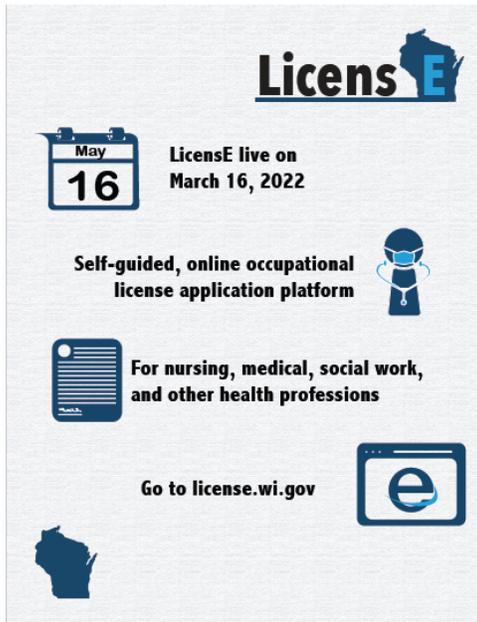
**LicensE**

May 16 LicensE live on March 16, 2022

Self-guided, online occupational license application platform

For nursing, medical, social work, and other health professions

Go to [license.wi.gov](https://license.wi.gov)



**LicensE**

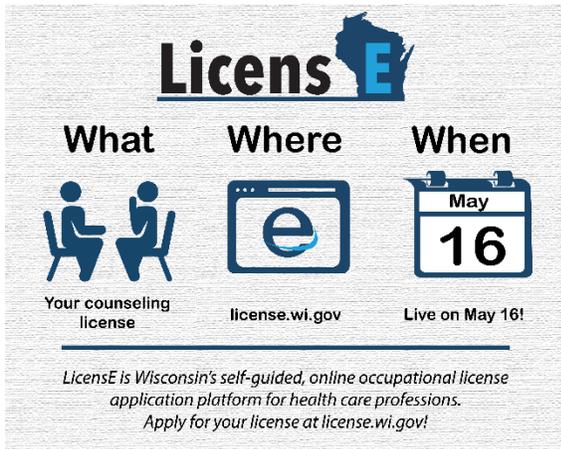
May 16 LicensE live on March 16, 2022

Self-guided, online occupational license application platform

For nursing, medical, social work, and other health professions

Go to [license.wi.gov](https://license.wi.gov)

**Optional Alternative Images:**



**LicensE**

<b>What</b>	<b>Where</b>	<b>When</b>
		
Your counseling license	<a href="https://license.wi.gov">license.wi.gov</a>	Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at [license.wi.gov](https://license.wi.gov)!*



**LicensE**

<b>What</b>	<b>Where</b>	<b>When</b>
		
Your dental license	<a href="https://license.wi.gov">license.wi.gov</a>	Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at [license.wi.gov](https://license.wi.gov)!*

# LicensE

What



Your state license

Where



license.wi.gov

When



Going live May 16th

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

# LicensE

What



Your nursing license

Where



license.wi.gov

When



Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

# LicensE

What



Your pharmacist license

Where



license.wi.gov

When



Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

# LicensE

What



Your physician license

Where



license.wi.gov

When



Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

# LicensE

What



Your psychology license

Where



license.wi.gov

When



Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

# LicensE

What



Your social work license

Where



license.wi.gov

When



Live on May 16!

*LicensE is Wisconsin's self-guided, online occupational license application platform for health care professions. Apply for your license at license.wi.gov!*

## Sample Newsletter:

### DSPS Launches New, Improved Platform for Occupational Licensing

After completing years of education and training, aspiring health care professionals typically have one more step before they can get to work: Getting a license.

In an effort to streamline the license application process, the Wisconsin agency responsible for issuing most occupational licenses is launching a new, self-guided, online application platform called LicenseE. Starting on May 16, most individuals seeking their initial health license (e.g. nurses, physicians, pharmacists, etc.) will use LicenseE for their application. Other professions and renewals will transition to the platform in later phases. A list of licenses launching on May 16 is available [HERE](#).

LicenseE will automate the application process. The new platform will replace paper forms and will enable applicants to enter their data directly into this system. This will give customers more control over their applications and access to more information about their application status. It will also reduce data entry errors. It is the most significant improvement for Wisconsin occupational licensing in more than a decade.

“We are excited to bring occupational licensing into the modern era,” said DSPS Secretary Dawn Crim. “By shifting to an online application process, LicenseE will give our customers more control over their applications. It will also enable us to operate in a way that our customers expect and deserve in this day and age.”

Crim recognizes that applying for an occupational license can be confusing, as it often requires submitting forms, multiple documents, exam results, and payment. She says that is why the department is developing user guides, demo videos, and other resources to accompany the LicenseE launch.

“This is a new system, and we are building out a library of tools to help our applicants navigate LicenseE easily and successfully,” Crim said. Some of those resources will be available on [license.wi.gov](http://license.wi.gov) when LicenseE launches on May 16, and others will be added over subsequent phases of the project.

Anyone interested in more information about LicenseE can subscribe to email updates [HERE](#).

*Note: LicenseE is launching for most health occupations. Business, trade, and manufactured homes licenses are not included in the LicenseE launch on May 16. No renewals for any DSPS licenses are included in the LicenseE launch on May 16.*