

# 2020 National Assisted Living Week® | “Caring is Essential”

## Sample Social Media Posts for Assisted Living Communities

**Please note:** Every resident has a right to privacy. Prior to posting any pictures of residents online, make sure you have their authorization. Have each resident or their guardian sign your community or company’s image release form.

### FACEBOOK & INSTAGRAM

**Tip:** Since statistics show your Facebook posts will have more engagement if you **attach a photo or a video**, these sample social media posts will work great on both Facebook and Instagram. However, you won’t be able to tag NALW on Instagram. One more tip—make things easier by [linking your Facebook page to your Instagram account](#), and posting to both simultaneously.

- Happy [@National Assisted Living Week](#)! Our residents and staff are looking forward to celebrating all week with what we have planned [**LIST OF EVENTS**]. #NALW
  - *Photo idea: attach a photo of the week’s activity calendar*
- COVID made us at [**COMMUNITY NAME**] think outside the box to celebrate [@National Assisted Living Week](#) #NALW
- The [**EVENT**] was a hit! Residents and staff loved [**ACTIVITY**]. #NALW
  - *For example: The car parade was a hit! Residents and staff loved getting to see family and friends drive by with signs of love and support. #NALW*
- At [**COMMUNITY NAME**], our residents are the reason we get up and go to work every day. This [@National Assisted Living Week](#) we honor our incredible residents and our ability to serve them. #NALW
  - *Photo idea: a resident and staff interacting with each other/smiling with proper PPE*
- This [@National Assisted Living Week](#) we celebrate our amazing staff. It takes special people to work in long term care, and our caregivers consistently go above and beyond the call of duty. Not only do they keep our residents safe

and healthy, but they keep them entertained and engaged. Thank you, team!  
#NALW

- *Photo idea: group photo of team members*

## TWITTER (280 character limit)

**Tip:** Twitter allows you to **add photos, videos or gifs** without counting toward your 280-character limit. Similar to Facebook, tweets with multimedia tend to get more traction than those without.

- Happy #NALW! Our residents, staff and volunteers can't wait to celebrate with [BRIEF LIST OF EVENTS].
- The [EVENT] was a hit! Residents and staff loved [ACTIVITY]. #NALW
- This #NALW we honor our incredible residents who are our second family. Their unique personalities and stories remind us why we do this work.
- This #NALW we celebrate our amazing staff. Not only do they keep our residents safe and healthy, but they keep them entertained and engaged. Thank you, team!

**OTHER IDEAS: TELL STORIES! (and include a photo or video)**

- Quote a staff member about why they love working in assisted living.
- Feature a resident who created something unique (a painting, drawing, poem, etc.) during NALW.
- Feature a resident who has a fascinating story to tell (a key moment in their lives).
- Help a resident fulfill a lifelong dream and feature it on social media.
- Describe a creative idea a staff member came up with to improve the community for residents.
- Describe how a life-enrichment program that offers a creative outlet improved the physical and/or mental health of residents.