

# Owning Your Narrative in Long-Term Care: A Practical Guide to Social Media Management

## AHCA/NCAL Customer Experience Committee - Social Media Management Subcommittee

**Why Your Narrative Matters:** Public perception of your community is shaped online before a tour, a job application, or a referral ever happens. Your narrative should reflect the care you provide every day.

- Reviews influence trust and choice.
- Social media reflects your culture and care.
- Employment platforms shape who applies to join your team.

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| <b>Step 1: Establish Ownership &amp; Training</b> <ul style="list-style-type: none"><li>• Designate a trained community editor</li><li>• Use a universal corporate template for content creation (optional)</li><li>• Assign an ambassador to follow an approval and posting protocol, and to monitor social media channels</li><li>• AI tools can help draft content, but a staff member always reviews and posts</li><li>• Define metrics of success as a team</li><li>• Consistency matters more than frequency</li></ul> | <b>Step 2: Generate Positive, Meaningful Content</b> <ul style="list-style-type: none"><li>• Share:<ul style="list-style-type: none"><li>○ Resident milestones and progress stories</li><li>○ Staff spotlights and appreciation</li><li>○ Everyday moments of care and connection</li><li>○ Staff expertise and positive outcomes</li><li>○ Community events, celebrations, and recognition weeks</li></ul></li><li>• Avoid:<ul style="list-style-type: none"><li>○ Overly clinical or institutional language</li><li>○ Content posted only on holidays or focused only on services and operations</li></ul></li></ul> | <b>Step 3: Sustain Your Brand Presence</b> <ul style="list-style-type: none"><li>• Maintain a content calendar</li><li>• Highlight events, holidays, and recognition weeks consistently</li><li>• Tag community partners when appropriate</li><li>• Use cross-posting tools to simplify sharing across platforms (i.e. Meta has cross-posting capabilities across its platforms)</li><li>• Monitor comments, messages and reviews regularly</li></ul> |
| <b>Social Media Platform Quick Reference:</b> <ul style="list-style-type: none"><li>• Facebook &amp; Instagram — Show daily life, stories, celebrations; reach families and prospective residents</li><li>• LinkedIn &amp; Indeed — Reflect culture, leadership, professional growth; attain higher-level recruitment</li><li>• Glassdoor — Discloses work culture experience; tracked by potential employees</li></ul>                                                                                                      | <b>Managing Reviews</b> <ul style="list-style-type: none"><li>• Establish a review response protocol in consultation with your leadership team</li><li>• Track review volume monthly (both positive and negative)</li><li>• Follow existing platform's community guidelines</li><li>• Encourage reviews from residents and families ethically via pamphlets, signage, etc.</li></ul>                                                                                                                                                                                                                                   | <b>Pause Before You Post or Respond</b> <ul style="list-style-type: none"><li>• Does this respect resident dignity, HIPAA and consent?</li><li>• Is the tone calm, professional, and human?</li><li>• Does this align with our values and brand?</li><li>• Is this the right platform for this message?</li></ul>                                                                                                                                     |

***You can't control every conversation, but you can consistently show who you are and build credibility.***