

## 2016 National Assisted Living Week® Sample Social Media Posts

**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

- This week we're celebrating [@National Assisted Living Week!](#) Learn how **[COMMUNITY NAME]** keeps residents, families and volunteers connected: **[COMMUNITY WEBSITE]** #NALW
- Happy [@National Assisted Living Week!](#) Our residents, staff and volunteers are having a ball at our **[LIST OF EVENTS]**. #NALW **[ATTACH PHOTOS]**
- The **[EVENT]** was a hit! Residents and staff loved **[ACTIVITY]**. #NALW
- Each resident at **[COMMUNITY NAME]** is a unique individual whom we are honored to serve. This [@National Assisted Living Week](#) we celebrate them. Thank you to our residents and their loved ones for connecting with us. #NALW
- **[SHARE 1-2 SENTENCES ABOUT THE LIFE OF ONE OF YOUR RESIDENTS - e.g., Mary was a nurse for 40 years, including during World War II.]** Thank you, **[RESIDENT NAME]** for connecting with staff and volunteers to share your inspiring life story! #NALW **[ATTACH A PHOTO (WITH RESIDENT'S APPROVAL)]**
- This [@National Assisted Living Week](#) we celebrate our amazing staff. It takes special people to do this work, and we are especially grateful to have team members who go above and beyond to connect with our residents. #NALW **[ATTACH GROUP PHOTO OF STAFF]**

### TWITTER

140 character limit

- Happy #NALW! Learn how **[COMMUNITY NAME]** connects with residents, families and the larger community: **[COMMUNITY WEBSITE]**
- We're busy celebrating #NALW with **[LIST OF EVENTS]**. Come join us!
- The **[EVENT]** was a hit! Residents and staff loved **[ACTIVITY]**. #NALW
- Each resident at **[COMMUNITY NAME]** is a unique individual whom we are honored to serve. This #NALW we celebrate them.
- **[SHARE 1 SENTENCE ABOUT THE LIFE OF ONE OF YOUR RESIDENTS - e.g., Mary was a nurse for 40 years, including during World War II.]** #NALW **[ATTACH A PHOTO (WITH RESIDENT'S APPROVAL)]**
- This #NALW we celebrate our amazing staff. We're grateful to have caregivers who make impactful connections with our residents.