

2017 National Assisted Living Week® | “Family is Forever”

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 National Assisted Living Week on Instagram. One more tip—you can make things easier by [linking your Facebook page to your Instagram account](#), and posting to both simultaneously.

- This week we’re celebrating “Family is Forever” during [@National Assisted Living Week!](#) Learn how **[COMMUNITY NAME]** is a family of residents, staff and volunteers: **[COMMUNITY WEBSITE]** #NALW
- Happy [@National Assisted Living Week!](#) Our residents, staff and volunteers can’t wait to celebrate at our **[LIST OF EVENTS]**. #NALW
 - *Photo ideas: attach photos of the various events or one photo of the week’s activity calendar.*
- The **[EVENT]** was a hit! Residents and staff loved **[ACTIVITY]**. **[ATTACH A PHOTO OR VIDEO FROM THE EVENT]** #NALW
 - *For example: The Family Fun Picnic was a hit! Residents and staff loved getting to meet one another’s loved ones and playing corn hole. #NALW*
- At **[COMMUNITY NAME]**, our residents are like family. This [@National Assisted Living Week](#) we celebrate them. Thank you for entrusting us to serve you at such a critical time. #NALW
 - *Photo ideas: If you created a family tree for the whole facility, take a picture of it and attach it to this post. Or take a picture of one resident and one caregiver in a warm embrace.*

- This [@National Assisted Living Week](#) we celebrate our amazing staff. It takes special people to do this work, and our caregivers consistently go above and beyond the call of duty. We're one big family, working together to ensure the utmost care for every resident at [COMMUNITY NAME]. Thank you, staff!
#NALW [ATTACH GROUP PHOTO OF STAFF]
- Family is Forever! Check out our [COMMUNITY NAME] Family Portrait. Should we turn this into a holiday greeting card? #NALW [ATTACH A GROUP PHOTO OF STAFF & RESIDENTS IN COORDINATING OUTFITS (e.g., NALW t-shirts)]
 - *Photo ideas: Consider keeping things light by taking an "awkward family photo." Wear matching outfits and having staff pose in a unique, slightly awkward way.*

TWITTER (140 character limit)

Tip: Twitter now allows you to add photos, videos or gifs without counting toward your 140-character limit. Similar to Facebook, tweets with images tend to get more traction than those without.

- Happy #NALW! Learn how [COMMUNITY NAME] is a family of residents, staff and volunteers: [COMMUNITY NAME]
- We're having some quality, family time at our [LIST OF EVENTS]. Come join us! #NALW
- The [EVENT] was a hit! Residents and staff loved [ACTIVITY]. #NALW
- Each resident at [COMMUNITY NAME] is a unique individual who has become like family. This #NALW we celebrate them.
- This #NALW we celebrate our amazing staff. We're grateful to have caregivers who consistently go above and beyond the call of duty.

OTHER IDEAS: TELL STORIES!

- Quote a staff member about how they've come to think of the residents as their second family; include a happy photo of the staff member with a resident.
- Feature a resident who has a family member(s) come visit them during NALW; share a little bit of their family story.
- Showcase any resident couples in the community, perhaps celebrating an anniversary—a great way to highlight "**Family is Forever.**"
- Is your assisted living community or company a family-run business? Share how past generations inspired you; attach an old photo of them.