

# 2018 National Assisted Living Week® | “Capture the Moment”

## 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—make things easier by [linking your Facebook page to your Instagram account](#), and posting to both simultaneously.

- This week we’re “Capturing the Moment” during [@National Assisted Living Week!](#) Learn how **[COMMUNITY NAME]** helps residents live their best lives today: **[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]**. #NALW
  - *For example: The food drive was a hit! Residents and staff loved getting to help the larger community with care packages for those in need. #NALW*
- At **[COMMUNITY NAME]**, it’s all about the moment. This [@National Assisted Living Week](#) we celebrate today and each day with our unique residents and incredible staff. #NALW
- 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. They understand it’s all about the little things we do

every day to ensure the utmost care for our residents at [COMMUNITY NAME]. Thank you, staff! #NALW

### 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 images tend to get more traction than those without.

- Happy #NALW! Learn how [COMMUNITY NAME] is helping residents capture the moment by living their best lives today: [COMMUNITY WEBSITE]
- We're seizing the day and celebrating the moment at our [EVENT] this [DAY]. Come join us! #NALW
- The [EVENT] was a hit! Residents and staff loved [ACTIVITY]. #NALW
- Our seniors still have so much to give. We're honored to offer life enriching activities that help them engage with each other, our staff and the larger community. #NALW
- 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! (and include a photo or video)

- Quote a staff member about a key moment that reveals why they love working in long term care (hide resident names if you need to protect privacy).
- 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 small thing a staff member does for a resident every day that may easily be overlooked but goes a long way.