

# 2019 National Assisted Living Week® | “A Spark of Creativity”

## 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.

- **[SUNDAY, SEPTEMBER 8 ONLY]**: Happy National Grandparents’ Day and the first day of [@National Assisted Living Week](#)! We’re honoring grandparents today by **[DESCRIBE ACTIVITY]**. #NALW
- Happy [@National Assisted Living Week](#)! Our residents, staff and volunteers can’t wait to get our creative juices flowing at our **[LIST OF EVENTS]**. #NALW
  - *Photo idea: attach a photo of the week’s activity calendar*
- Creativity is so important for mind, body and spirit—especially among older adults. We’re helping our residents find “A Spark of Creativity” for [@National Assisted Living Week](#) (and every week)! Learn about the life-enrichment programs at **[COMMUNITY NAME]** that help residents explore their creative side: **[WEBSITE]** #NALW
- The **[EVENT]** was a hit! Residents and staff loved **[ACTIVITY]**. #NALW
  - *For example: The donation 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]**, our residents are a constant spark of inspiration. Their unique personalities and stories remind us why we do this work. This [@National Assisted Living Week](#) we honor our incredible residents and our ability to serve them. #NALW

- *Photo idea: a resident and staff member hugging*
- 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. They are regularly coming up with creative ways to ensure the utmost care for our residents. 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 get our creative juices flowing with [**BRIEF LIST OF EVENTS**].
- Creativity is so important for mind, body and spirit—especially among older adults. Learn about the life-enrichment programs at [**COMMUNITY NAME**] that help residents explore their creative side: [**WEBSITE**] #NALW
- The [**EVENT**] was a hit! Residents and staff loved [**ACTIVITY**]. #NALW
- This #NALW we honor our incredible residents who are a constant spark of inspiration. Their unique personalities and stories remind us why we do this work.
- This #NALW we celebrate our amazing staff. They are regularly coming up with creative ways to ensure the utmost care for our residents. 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.