

Social Media Content Tips

JANUARY 2025

Facility Social Media Tips

Content Type	Why It Works to Attract New Residents and Families
High-Quality Facility Photos	Visually appealing images of the living spaces, common areas, and amenities can make potential residents and their families feel more comfortable and interested in the facility.
Behind-the-Scenes Videos	Showcasing daily activities, staff interactions, and care routines builds trust and creates a connection with the audience.
Resident Testimonials	Positive reviews and testimonials from current residents and their families provide social proof and encourage others to consider the nursing home.
Special Programs and Activities	Announcing unique programs, activities, and events can attract new residents looking for an engaging and active community.
User-Generated Content	Sharing content created by residents and their families (photos, stories) engages the community and adds authenticity.
Local Collaborations	Partnering with local healthcare providers or community organizations can introduce the nursing home to a broader, local audience.
Event Announcements	Promoting upcoming events, family days, or special celebrations can attract new visitors interested in the community's activities.
Seasonal and Holiday Posts	Highlighting seasonal decorations, holiday celebrations, and special menus can attract families looking for a warm and festive environment for their loved ones.
Interactive Content	Polls, quizzes, and Q&A sessions engage followers and create a sense of community, encouraging them to learn more about the facility.
Health and Wellness Tips	Sharing tips on senior health, wellness, and caregiving can engage followers who are looking for valuable information and support.
Daily Activity Updates	Regularly updating followers with daily activities and events keeps the nursing home top-of-mind and showcases the vibrant community life.
Behind-the-Scenes Staff Stories	Featuring stories about the staff members creates a personal connection and humanizes the facility.

Caregiving Tips	Sharing tips and advice from professional caregivers can engage followers who are looking for expert guidance and support.
Sustainability Initiatives	Highlighting sustainable practices or community service projects appeals to environmentally conscious families and residents.
Resident Spotlights	Featuring regular residents creates a sense of community and makes others want to be part of that group.
Contests and Giveaways	Running contests and giveaways can increase engagement and attract new followers, many of whom may convert into residents or advocates.

Content Type	Tips to Make It More Affordable
Smartphone Resident Photos	Use natural light by positioning residents near windows during daytime. Enhance photos with free apps like Snapseed or VSCO .
Resident Testimonials	Ask satisfied residents or their families to leave a quick video testimonial on their phone. Offer a small token of appreciation, like a special treat or activity.
User-Generated Content	Encourage families to share photos of their visits by offering a monthly raffle for those who tag your nursing home on Instagram .
DIY Activity Videos	Film short, simple videos of popular activities using a smartphone and a basic tripod. Use free editing software like iMovie or OpenShot .
Behind-the-Scenes Stories	Use Instagram Stories or Facebook Live to give a real-time look at daily activities or introduce the staff during quiet hours.
Daily Activity Posts	Design simple, eye-catching graphics for daily activities using free tools like Canva . Include a brief description and a heartwarming photo.
Staff Spotlights	Feature staff members with a casual photo and fun facts about them. Use your smartphone and a natural setting in the nursing home.
Simple Polls and Questions	Engage followers with free Instagram or Facebook polls about their favorite activities or suggestions for new programs.

Local Event Promotions	Collaborate with local events by offering a small discount or coupon for family visits. Cross-promote each other's content to reach a wider audience.
Community Involvement Posts	Post photos and short stories about your participation in local charity events or partnerships with community organizations.
Resident Spotlights	Highlight residents with their favorite activities. Take a quick photo and share a short story about their experience at your nursing home.
Homemade Craft Photos	Create attractive table settings using inexpensive items like tablecloths, napkins, and props from dollar stores for craft activities.
Sustainability Tips	Share eco-friendly practices such as recycling or using local products. Create simple infographics with free tools like Canva .
Behind-the-Scenes Prep	Record short clips of the preparation for activities, such as setting up games or arranging flowers. Compile them into a quick video using free tools.
Simple Contests and Giveaways	Run social media contests where participants like, share, or tag friends to win a small prize. Use cost-effective prizes like a free activity session.
Seasonal Activity Posts	Highlight seasonal activities and decorations using natural light and your smartphone camera. Share the story behind the activity to add interest.