

*Social Media Ideas
presented by Julianna Morris*

PACS SOCIAL TEAM

JUNE FACILITY TEMPLATES

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JUNE CALENDAR

National Holidays

SUN	MON	TUE	WED	THU	FRI	SAT
1 National Game Show Day	2	3	4	5	6 National Donut Day	7 World Caring Day
8	9	10 National Iced Tea Day	11	12	13 National Movie Night	14 National Flag Day
15 Father's Day	16	17	18	19 Juneteenth	20 National Movie Night	21 Summer Solstice National Selfie Day
22	23 National Hydration Day	24	25	26	27	28 Pride Day
29	30 Social Media Day National OOTD Day					

Monthly/Weekly Celebrations:

National Fresh Fruit and Vegetables Month

National Indigenous History Month

National Candy Month

Pride Month

A modern office lounge area with a large staircase on the right side. The walls are covered in a complex wooden slat pattern. The floor is made of light-colored tiles. In the foreground, there is a seating area with a dark brown sofa, several armchairs, and a low wooden coffee table. A large potted plant is visible near the staircase. The overall atmosphere is warm and contemporary.

Fun Templates

JUNE ACTIVITIES CALENDAR

Template Idea:

A sunshine-inspired calendar with icons for each event (e.g., game day, music therapy, crafts).

Sample Caption:

Summer is here, and June is packed with sunny activities! ☀️ From creative crafts to outdoor socials, we have something for everyone. Check out this month's calendar and join in the fun! ❤️

#JuneActivities#SummerInFullSwing

#PostAcuteLiving



NATIONAL HYDRATION DAY (JUNE 23)

Template Idea:

Fun challenge: Water bottle decorating and “hydration station” photos. Share hydration tips from your facility’s health team.

Sample Caption:

“We’re raising our glasses (of water) to good health!”
#hydrationday

Hydration Tip:
Sip, sip, hooray!

Did you know that staying hydrated is essential for overall well-being?

Remember, staying hydrated is a simple yet powerful act of self-care.

Cheers to your health!

From boosting energy levels to supporting digestion and promoting radiant skin, water plays a key role in keeping our bodies functioning optimally.

This week, make it a goal to prioritize hydration by carrying a reusable water bottle with you wherever you go.

Aim to drink at least 8 glasses of water a day, and listen to your body's cues for thirst.



SUMMER KICKOFF PARTY EVENT FLYER

Template Idea:

Organize a summer kickoff with lemonade, hats, and sun-themed crafts.

Sample Caption:

We are officially kicking off summer with sunshine, music, and lots of smiles! ☀️🎵 Join us for our summer kickoff celebration on June 21st! 🌺🌻

#SummerVibes #ResidentJoy #PostAcuteFun



FATHER'S DAY TRIBUTE

Post Idea:

- Post photos of resident with quotes: "Best advice my dad ever gave me..."

Sample Caption:

Happy Father's Day to the amazing dads and father figures in our lives! 🧑🏻👔💙 Your strength, stories, and kindness are deeply appreciated. Drop a message below to honor the special men in your life!

#FathersDay #DadAppreciation #PostAcuteCare



STAFF SUMMER FAVORITES

Template Idea:

A fun Q&A graphic with staff members sharing their favorite summer activity, drink, or memory.

Sample Caption:

What's your favorite part of summer? ☀️🌴 Our amazing team shares their warm-weather favorites in this week's staff spotlight!

#MeetTheTeam #SummerFavorites #PostAcutePeople



JOYFUL JUNE BIRTHDAY BOARD

Template Idea:

A cheerful birthday celebration graphic featuring resident names, fun icons (balloons, cake), and space to tag photos later.

Sample Caption:

Let's celebrate our June birthdays! 🎉🍰 Wishing each of our amazing residents a joyful year ahead. Leave a birthday wish in the comments to help spread the love!

💛 #JuneBirthdays #CelebrateLife #PostAcuteJoy



PRIDE MONTH CELEBRATION

Template Idea:

A respectful and inclusive post showing support for LGBTQ+ residents, staff, and families.

Sample Caption:

Love, respect, and dignity for all. 🌈❤️ This Pride Month, we celebrate the beauty of diversity and stand proudly with our LGBTQ+ community.

#PrideMonth #InclusiveCare #PostAcutePride



JUNETEENTH (JUNE 19)

Post Idea:

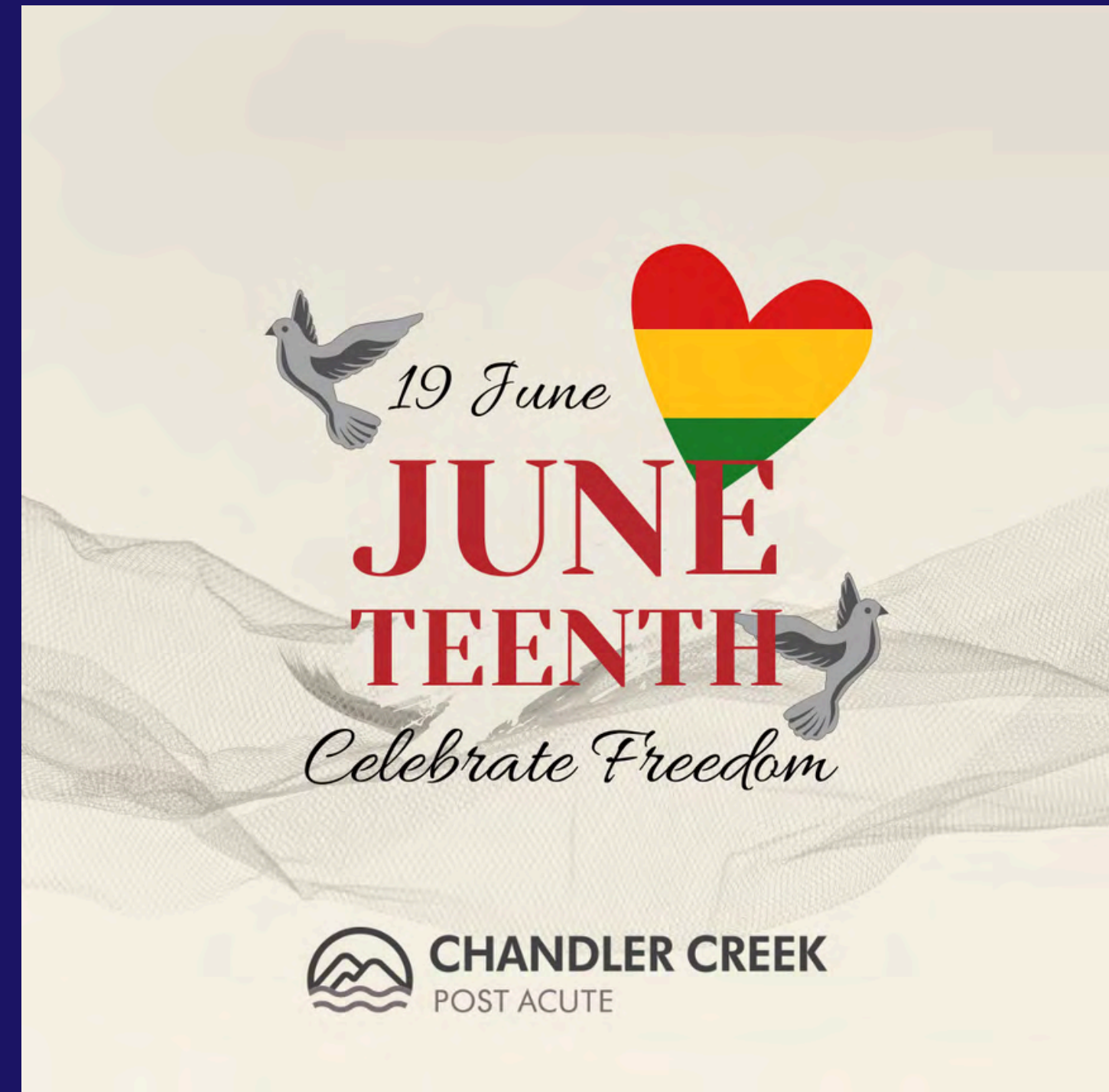
“Freedom, reflection, and community.”

- Host a storytelling or history-sharing event with staff and residents.
- Feature quotes from residents about what freedom means to them.
- Collaborate with local Black artists or musicians for in-facility programming.

Sample Caption:

“Today, we honor Juneteenth — a powerful reminder of resilience, freedom, and the ongoing journey toward equality. At {insert facility name}, we stand with our residents, staff, and communities in celebrating liberation, culture, and hope. 🦊🕊️

#Juneteenth #FreedomDay #PACSCCommunity #HonoringHistory #UnityInDiversity



SENSORY GARDEN WALKS

Template Idea:

A calming, nature-themed collage showing residents enjoying time in the garden or outdoor paths.

Sample Caption:

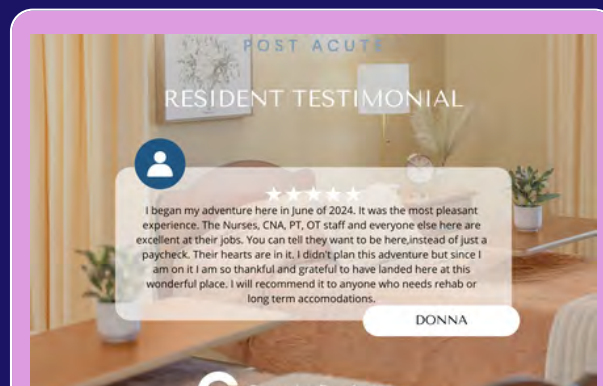
Our sensory garden is blooming—and so are the smiles! 🌻 🌿 Spending time outdoors boosts mood, memory, and connection. What's your favorite flower of the season?

#NatureHeals #GardenTherapy #PostAcuteLiving



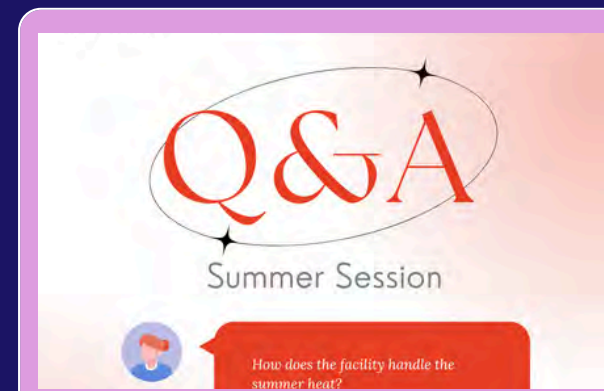
OTHER CONTENT IDEAS

Testimonial/Review



Share a review focused on summer activities and care.

Q&A About the Facility



"How does the facility handle the summer heat?"

Monthly Recap



Review June's highlights and activities.

The logo for PACS, featuring a stylized icon of three horizontal bars with dots on the left, followed by the letters "PACS" in a bold, blue, sans-serif font. The entire image has a semi-transparent blue overlay.

PACS

Continued Content Ideas

NATIONAL GAME SHOW DAY (JUNE 10)



Activity/Idea

Host a game show-style trivia or “Family Feud” with residents and staff.



Content

Share video snippets or photos of residents participating.



Caption

“We turned our common room into a TV set for National Game Show Day! Who knew our residents were such trivia pros?”

NATIONAL DONUT DAY (FIRST FRIDAY IN JUNE)



Activity/Idea

Set up a donut decorating station or blind taste test of local donut shops.



Content

Share pictures of residents with their donut with fun donut facts and resident quotes like “I’ve had 85 years of donuts and this is the best one!”



Caption

Hashtag idea: #DonutForgetToSmile

NATIONAL ICED TEA DAY (JUNE 10)



Activity/Idea

Host a porch iced tea social with residents choosing flavors (peach, lemon, mint).



Content

Share recipes or resident stories like "My grandma always made sun tea..."



Caption

"What's your iced tea flavor? 🍑🍋🧊"

SUMMER SOLSTICE (JUNE 21)



Activity/Idea

Organize a summer kickoff with lemonade, hats, and sun-themed crafts.



Content

Take golden-hour portraits of residents outdoors



Caption

“Longest day, brightest spirits. What's your favorite summer activity?”

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THANK YOU

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