Social Media Guidelines
LinkedIn, Facebook and Instagram

Content Strategies for Posting on Social Media

- Post consistently
  - LinkedIn – Two to three (2-3) times per week
  - Facebook – Every day
  - Instagram – Two to three (2-3) times per week
- Plan your posts and maintain a dedicated schedule
- Scheduling sites can help maintain posting consistency

Content Recommendations

- 80/20 rule
  - 80% of posts should be content such as resident activities, marketing events, career growth stories, etc.
  - 20% (or 1 in 5 posts) should be a job opening, something related to work culture, employee retention events, etc.
- Incorporate storytelling
  - A story of a resident at your organization, a story of a tenured staff member, etc. to humanize your posts and connect with viewers on an emotional level
    - o Obtain written permission from people featured in message prior to public posting
    - o Check organization guidelines about necessity of media release forms when posting images of a resident or staff member
- Use Hashtags
  - Increases discoverability of posts
  - Capitalize each word in the hashtag so they are easier to read
  - Hashtag examples:
    - o #SeniorLiving
    - o #QualityCare
    - o #EmployeeAppreciation
    - o #HealthcareHeroes
- Encourage interaction by asking questions, running polls or contests, and encouraging viewers to share their thoughts, experiences and opinions
- Use videos and images to engage

- Comments
  - Respond to comments, shares, mentions and messages to show that you value and engage with the audience.
  - Frequently monitor comments for any spam that needs deleted.
- Reviews
  - Be sure you have guidelines and/or policies in place for your facility regarding expectations for responding to reviews (both positive and negative).
  - Consider a dedicated person and a back up to respond, or a dedicated (small) team in charge of responding to reviews or post comments, to ensure coverage.
    - o Limit the number of people who have access to social media platforms to lower the risk of accidental posting of personal posts/comments.
  - Check reviews often and respond accordingly.
  - Utilize positive reviews and feedback to your advantage and highlight them in new posts on social media to "show off" your accomplishments. Respond appropriately to negative reviews with understanding and compassion.
    - o For positive reviews, say things like:
      - "Thanks for sharing your experience."
      - "We're thrilled to hear you enjoyed your experience."
      - "Thank you! We hope to see you again soon."
    - o For negative reviews:
      - **Respond in a timely matter.** The reviewer will appreciate a prompt response.
      - **Stay professional and courteous.** Never lash out and avoid taking the review personally.
        - Consider implementing canned/example messaging that can guide responses.
      - **Offer to talk it over.** Invite them to email or call the facility so you can sort out the matter with them.
      - **Understand the reviewer's experience before responding.** If someone mentions a problem, investigate to see what may have gone wrong. If talking privately, be honest about mistakes and list steps you've taken (or will take) to remedy the situation.
      - **Apologize when appropriate.** Show compassion and empathy for the reviewer.
      - **Show that you're authentic and genuine.** Sign off with your name or initials to show you're taking the matter seriously and that a real person is listening.

Social Media Metrics/Statistics to Monitor

- Audience reach
- Location of audience
- Number of engagements (likes, comments, shares)
- Number of followers
- Number of link clicks

Policies for Staff

- Implement and follow company policies/guidelines for staff posting to personal social media accounts, especially when including the facility name.
- Encourage staff to tag the facility in their posts and do so when they are promoting something favorable.
- Ensure the protection of residents' privacy rights and HIPAA at all times.

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