

LeadingAge Wisconsin - Guide for Using Social Media

Social media platforms like Facebook, Twitter (X), and LinkedIn are powerful tools for long-term care providers to engage with your community, share valuable information, and advocate for the industry. This guide will help your organization effectively utilize these platforms.

By leveraging Facebook, Twitter (X), and LinkedIn effectively, your organization can enhance its visibility, engage with a broader community, and advocate for the needs and advancements in long-term care. Follow these guidelines to build a robust and impactful social media presence.

Facebook

- Community Engagement
- Sharing detailed updates, stories, and events
- Networking with other care providers, families, and stakeholders

Best Practices:

1. **Create a Professional Page:**
 - Ensure your page includes comprehensive information about your organization, including contact details, mission, and services.
2. **Content Strategy:**
 - **Posts:** Share regular updates, including success stories, health tips, event announcements, and industry news.
 - **Photos and Videos:** Use visual content to highlight events, facility tours, resident activities, and staff recognition.
 - **Events:** Create and promote events such as webinars, training sessions, and community outreach programs.
 - **Live Streams:** Host live Q&A sessions, webinars, and behind-the-scenes tours to engage with your audience in real-time.
3. **Engagement:**
 - Respond to comments and messages promptly.
 - Create polls and surveys to involve your community in decision-making.
 - Encourage reviews and testimonials from families and staff.
4. **Advertising:**
 - Use Facebook Ads to target specific demographics, such as families looking for care options or potential employees.
5. **Groups:**
 - Join or create groups focused on long-term care to share resources and network with other professionals.

Twitter (X)

- Real-time updates
- Quick dissemination of news and information
- Engaging with industry influencers and stakeholders

Best Practices:

1. **Profile Setup:**
 - Use a professional profile picture and header image.
 - Write a concise and informative bio, including relevant hashtags and a link to your website.
 2. **Content Strategy:**
 - **Tweets:** Post frequent updates, including industry news, health tips, and live-tweeting events.
 - **Hashtags:** Use relevant hashtags like #LongTermCare, #ElderCare, and #Healthcare.
 - **Retweets:** Share important information from trusted sources and industry leaders.
 3. **Engagement:**
 - Interact with followers by replying to tweets and participating in conversations.
 - Follow industry leaders, healthcare organizations, and policymakers to stay informed and engaged.
 4. **Twitter Chats:**
 - Participate in or host Twitter chats on relevant topics to increase visibility and engage with a wider audience.
 5. **Lists:**
 - Create Twitter lists to organize and monitor tweets from key stakeholders and influencers.
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LinkedIn

- Professional networking
- Sharing industry-specific content and insights
- Recruiting staff and collaborating with other professionals

Best Practices:

1. **Company Page:**
 - Create a detailed company page with information about your organization, including services, achievements, and contact details.
 - Regularly update your page with articles, industry news, and job postings.
2. **Content Strategy:**
 - **Posts:** Share articles, case studies, whitepapers, and other professional content.

- **Articles:** Publish content to share in-depth knowledge and insights about long-term care.
 - **Videos:** Share professional videos, such as interviews with experts, facility tours, and training materials.
 - 3. **Engagement:**
 - Join relevant LinkedIn Groups to participate in discussions and share your expertise.
 - Engage with posts from other industry professionals by liking, commenting, and sharing.
 - 4. **Networking:**
 - Connect with other long-term care professionals, healthcare providers, and potential partners.
 - Use InMail to reach out directly to key individuals for collaboration or information sharing.
 - 5. **Recruitment:**
 - Post job openings or use LinkedIn's recruitment tools to find and connect with potential employees.
 - Share employee testimonials and highlights to attract top talent.
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General Tips for All Platforms

1. **Consistency:**
 - Maintain a consistent posting schedule to keep your audience engaged.
2. **Quality Content:**
 - Focus on providing valuable and informative content tailored to your audience's needs.
3. **Brand Voice:**
 - Develop a clear and professional brand voice that reflects your organization's values and mission.
4. **Analytics:**
 - Regularly review platform analytics to understand what content resonates with your audience and adjust your strategy accordingly.
5. **Compliance:**
 - Ensure all posts comply with industry regulations and privacy laws, especially when sharing information related to residents and staff.