

**Facility Level Social Toolkit**

**Best Practices**

* Use our campaign hashtag #CareersInCaring to keep conversation consistent and searchable on social media.
* Tag @ahcancal and other partner organizations as you see fit.
* Actively respond to tweets/comments.

**Ideas**

* Tell a personal story – why is a career in long term care rewarding?
* Share positive stories – how have caregivers in your facility made an impact?
* Current employees are seen as the truth tellers and are our best recruiters – use current employee’s testimonies and stories on social media to assist in your recruitment efforts

**Template Posts**

* Our caregivers are the backbone of our facility. Start your health care career with us and make a difference in our residents’ lives. [link] #CareersInCaring
* At [insert facility name], we aren’t our job title. We are friends and family to every resident. Join our family by starting your career with [insert facility name]. [link] #CareersInCaring
* Do you want a career in health care but don’t know where to start? A career at [insert facility name] is a great steppingstone to a career in health care. Apply today: [link] #CareersInCaring
* We are working together every day to provide the best care for our residents. Join [insert facility name] and help care for our residents. [link] #CareersInCaring



* We need you! We are looking for dedicated caregivers to help care for our residents in a safe and supportive environment. Learn more about our current job openings. [link] #CareersInCaring
* Our facility is only as strong as our caregivers, and we need more to continue to provide the best care. Can we count on you? [link] #CareersInCaring
* Start your health care career at [insert facility name] and begin your journey towards a long and fulfilling career in health care. [link] #CareersInCaring

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