

**State Level Social Toolkit**

**Best Practices**

* Use our campaign hashtag #CareersInCaring to keep conversation consistent and searchable on social media.
* Feel free to 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 grown professionally since working in long term care?

**Template Posts**

* We need you. We are expected to see an unprecedented growth in our senior population over the next three decades. Can we count on you to care for our most vulnerable citizens? [link] #CareersInCaring [tag AHCA/NCAL]
* Do you want a career in health care but don’t know where to start? Long term care can be a great steppingstone for you. Apply to join the long term care profession. [link] #CareersInCaring [tag AHCA/NCAL]
* Facilities across the state are looking for the next member of their team. Join the long term care profession and make a difference today. [link] #CareersInCaring [tag AHCA/NCAL]
* Are you ready for a career in health care? Join the long term care profession and learn life-sustaining skills and gain experience all while making a difference in each resident’s life. [link] #CareersInCaring [tag AHCA/NCAL]



* Working in long term care means that you are caring for someone’s parent, grandparent or close friend. Keep their loved one safe and healthy by becoming a caregiver. [link] #CareersInCaring [tag AHCA/NCAL]
* A career in long term care has upward mobility. From the first day on the job, there is nothing holding you back from a long and fulfilling professional career. Start your career today. [link] #CareersInCaring [tag AHCA/NCAL]
* It’s time to care for those who need it most. Start your career in long term care and care for our most vulnerable population. Learn more: [link] #CareersInCaring [tag AHCA/NCAL]
* Since working in long term care, caregivers in [insert state] have grown professionally by developing life-sustaining skills. Learn more about how you can join the long term care community and get your foot in the door in health care: [link] #CareersInCaring [tag AHCA/NCAL]

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