

# Top Social Media Strategies to Recruit & Retain Your Workforce



Social media is one of the most powerful tools providers can use to connect with potential caregivers and strengthen relationships with current staff. By showcasing your culture, sharing authentic stories, and celebrating your team, you can make your facility stand out above the rest!

## Here are the top tips and tricks to leverage social media and boost your recruitment efforts:



### Promote Career Opportunities

- Post open positions with clear application links.
- Use staff quotes or videos to bring job postings to life.
- Highlight benefits, growth opportunities, and training programs.



### Showcase Your Culture

- Highlight “Day in the Life” stories of caregivers.
- Feature staff spotlights, testimonials, and career journeys.
- Promote culture initiatives—like employee reward programs or team activities.



### Use Hashtags

- Using hashtags like #CareersInCaring, #LTCJobs, #JoinOurTeam will help expand your network and reach audiences you may not have otherwise.



### Celebrate Your Staff

- Recognize awards.
- Post “thank you” messages during Careers in Aging Month, CNA Week, Nurses Week, and other key celebrations.
- Share resident and family gratitude stories.
- Post reviews that you receive i.e., Google reviews.



### Stay Consistent

- Post regularly (3–5 times per week) with a mix of photos, videos, and graphics. Consistency keeps you top of mind with potential applicants.



### Engage, Don't Just Post

- Reply to comments and messages. Show that your culture is supportive online, too.