PHCA Social Media Toolkit
April 29, 2019

A New Era

PHCA is launching a new social media campaign to raise awareness about important issues facing nursing homes, assisted living, and personal care in Pennsylvania.

The purpose of the campaign is to encourage lawmakers and the community to make nursing homes a priority by properly reimbursing the industry, to demonstrate the quality care that our industry provides, and to showcase the staff and caregivers who make it all possible.

We encourage and invite you to follow us on social media. PHCA is active on the following platforms:

Twitter - @PHCA_Cares
Facebook - @PHCACares
YouTube – PHCA Cares

We Need Your Help

To provide a strong, consistent message, we're asking all of our members to help us amplify this campaign by actively engaging *your* communities and stakeholders via social media as well.

Below are the hashtags we will be using as part of this campaign:

#PHCAProud – used when talking about who we represent and why. You'll see this during events like our rally days, when we have members talk about what it means to be a PHCA member.

#PABudget – included in all our posts during the budget season.

#WhyICare – focused on why our caregivers do what they do. We'd love to see our members tweet this when talking about caring for their residents, or posting videos about why they go to work every day.

We encourage you to use these hashtags as you talk about how each of these issues impacts your facilities – reimbursement, the value and variety of the services you provide, the care you provide daily, budget proposals, flat funding, workforce recruitment, etc. Some posts may use multiple hashtags, others may only use one. *The most important thing moving forward is to ensure that there is always a drumbeat on the social media channels that continues to push out the message and engages membership.*

Tips & Suggestions

✓ Make sure to keep content relatively short: If people have to hit "continue reading" they most likely won't. You want all of your content to be visible. When sharing a link on twitter, it is best to create a bitly link to condense space (plus, it looks better).

✓ Share photos, videos and graphics as much as possible: People are more like to stop scrolling for a picture than they are for just text.

✓ When sharing a video, don't just share a link to the video, try to upload that video to the social media platform itself to have a better return on viewership.

✓ Personalize your posts as much possible: Tell *YOUR* story as part of the broader conversation. Hashtags are an important tool to synching your posts with a broader audience. By using the same tags, all our posts will be more closely linked.

✓ The best times to post to your social media channels are: 8:00 am, 12:00 pm, 6:00 pm and 9:00 pm.

Copied below are some sample posts that we will be sharing over the coming days and weeks on various platforms to raise awareness about this issue, and that we'd love to see you create/share.

Additional posts and graphics will be shared throughout the campaign. We welcome you to re-tweet, like, and share our posts, and we'd love to do the same with any original content you create concerning your facility.

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*** FACEBOOK

Don't think chronic underfunding of nursing homes in the #PABudget matters? More than 100 long-term care providers have declared bankruptcy, changed ownership or reorganized. Some have left Pa. altogether. Where will our loved ones turn for care? That's #WhyICare. @GovernorWolf @PAHouseGOP @PaHouseDems @PaSenateDems @PASenateGOP https://bit.ly/2GusOMf

Decades-Old #Medicaid Rates Claim 20 #SkilledNursing Closures in Illinois — With More on the Way https://bit.ly/2GusOMf

*** TWITTER

For the 5th consecutive year, @GovernorTomWolf proposed a #PABudget that keeps funding stagnant for seniors who rely on Medicaid for long-term care. Our aging families, friends and loved ones deserve better. #WhyICare

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