

L I F E   C A R E   C E N T E R S   O F   A M E R I C A

**facebook®**

POSTING GUIDE 2026



creating  
**content**  
your  
audience  
will



# Why Is Social Media Valuable?

Did you know that your facility Facebook page is a powerful tool? Maintaining a thriving Facebook presence can support your facility/community by:

- Connecting with families, boosting confidence that their loved one is being well cared for.
- Raising staff morale as associates feel more publicly recognized and proud to be part of a thriving team.
- Positioning your facility/community as an active member of your local community, gaining the respect of healthcare and business partners.
- Building relationships with your local community about upcoming events at your facility and showcasing your services.

## Facebook Goals Include:

- ✓ Attracting new followers
- ✓ Engaging current followers
- ✓ Networking with other companies in your local area



# Facebook Ads

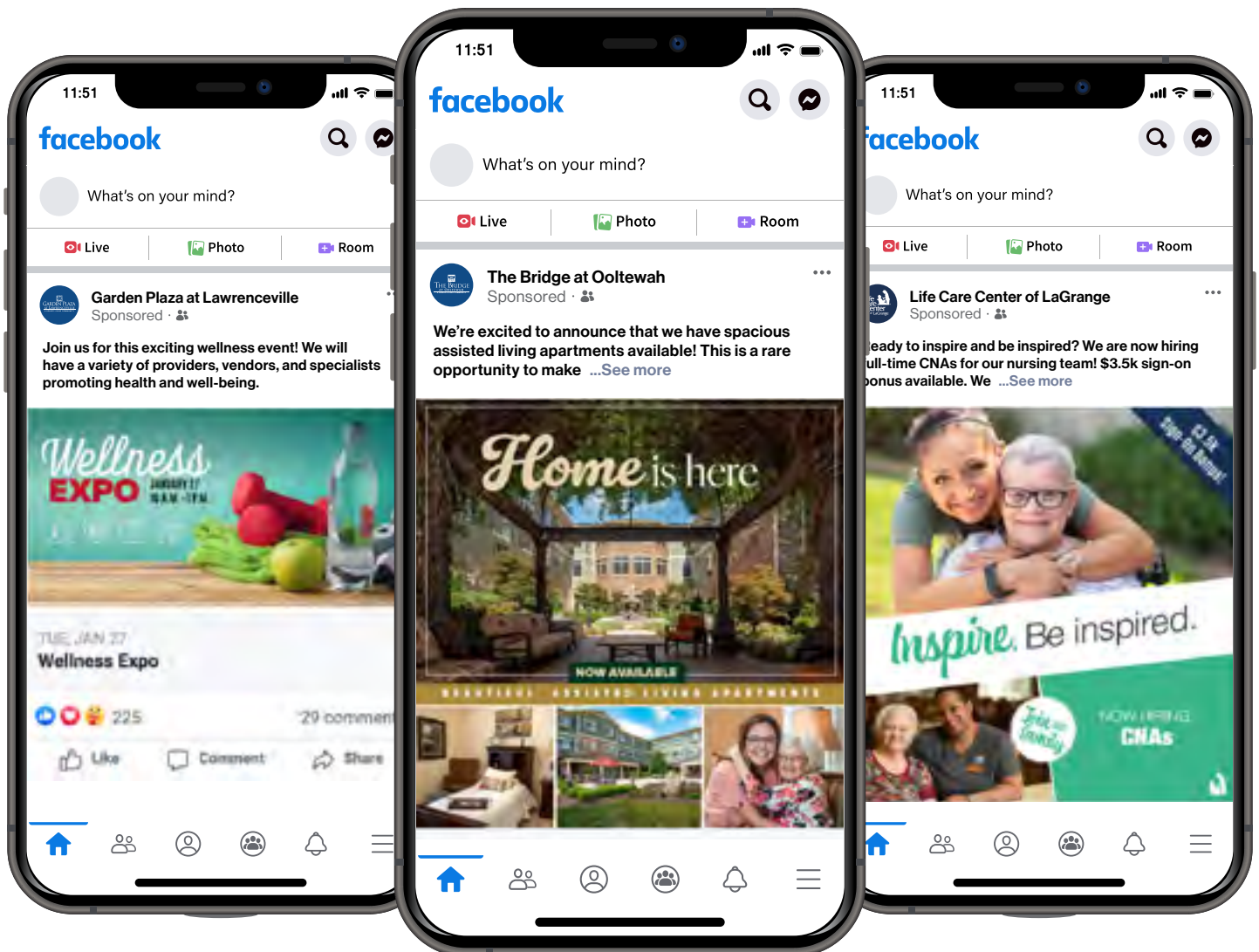
## **Goals: Attract New Followers / Direct to Services / Recruitment**

Facebook ads (or sponsored posts) run for a specific amount of time based on the paid promotion amount. You can order these ads from Life Care Communications, with the cost provided prior to ad placement. Ad costs will be charged to your facility/community after the ad runs.

Ads are a great option for reaching new and future followers who may be potential residents, loved ones of potential residents, or future associates.

**Note:** Most of these posts will not show up on your facility/community Facebook page. Instead, they will show up on the feeds of potential followers to attract them to your page or promotion.

To order a Facebook ad, contact [\*\*Kevin\\_Galloway@lccatmc.com\*\*](mailto:Kevin_Galloway@lccatmc.com).



**EVENTS**

**PROMOTIONS**

**RECRUITMENT**



# Organic Facebook Posts

## Goals: Engage Current Followers / Network with Wider Community

Organic Facebook posts are free and feature original content. They showcase what life is like in your community, with the purpose of engaging and connecting with your current followers. These posts appear on your Facebook page and are usually casual and upbeat.

If your facility/community has not been active on Facebook, we recommend designating a **Facebook Ambassador**. This is a member of your team who is social media-savvy and is willing to integrate post submissions into their routine. Typical Facebook ambassadors include Activity Directors, Business Development Directors, or Executive Directors.

**Note:** When submitting a post, keep HIPAA compliance in mind, making sure the correct release forms are on file.

**To submit a post, visit <https://lccawebdev.com/fb-request/create>.**

There, you can upload photos and/or videos and submit your posting content for your page. Our communications team will take it from there!

Any questions or concerns about Facebook postings can be directed to [Heidi\\_Pino@lccatmc.com](mailto:Heidi_Pino@lccatmc.com).





# What Should I Post About?

When planning posts, shoot for a variety that offers your followers valuable information, connection to community, and impactful stories relating to your facility/community, residents and services. The Communications team may also reach out to you with recommendations for your facility/community.

## **Here are some suggested topics that perform well on Facebook:**

- Fun activities and outings
- Resident/associate birthdays
- *Whatever It Takes Champions* winners
- Facility/associate accomplishments or awards
- 5-star CMS overall ratings
- Upcoming events
- Visits/donations from community friends and volunteers (Communications can tag local businesses)
- Rehab success stories
- Resident or associate spotlights with miniature bios



- Quotes and testimonials from residents, families, and associates
- Information/spotlights on general facility/community services or amenities
- Participation in community events, such as Alzheimer's walks, cancer walks, etc.
- Seasonal decorations (please include happy people in the photos)

**Note:** All content featuring residents should be created with resident permission and reflect them in a dignified manner. Posts and photos that do not reflect this will not be shared.

## How Often Should I Post?

For the best engagement with current Facebook algorithms, we advise posting **2–5 times per week**. This creates consistent, active content, which makes it more likely Facebook will make your content visible to your followers. Posting 7 or more times per week is not recommended—Facebook's algorithms may reduce the visibility of your content.



# Photo/Video Guidelines

Photos and videos are how you catch your audience's attention, and the quality of your media conveys a message about the quality of your facility/community. Good visuals are essential for making a positive impression.

## **Here are some basic guidelines for photos/videos on social media:**

- ✓ Make sure all photos and videos are in focus.
- ✓ Use a designated mobile device or camera with permission from supervisor(s).
- ✓ You can take either landscape or vertical photos and videos.
- ✗ Do not tilt the camera or mobile device.
- ✓ For videos, record close enough to your subject to hear them (from the waist up).



- ✓ Please submit photo files at a minimum of 200 KB, preferably 1–8 MB. Photos that are too small and low-resolution cannot be used.
- ✗ Do not place emojis over people’s faces. If a resident or other subject does not consent to be photographed, do not include them in the image. Photos with emojis will not be used.
- ✓ Take photos close to your subject(s), creating connection with your audience, rather than wide room shots.
- ✗ Do not submit collages of photos as they are hard to see on mobile devices and are hard to monitor for quality. Send photos individually; viewers can flip through them.
- ✗ Do not submit photos of associates or residents with masks pulled down under their chins.
- ✓ Facebook reels can be created on request.

If you have questions about anything in this guide, please contact [\*\*Heidi\\_Pino@lccatmc.com\*\*](mailto:Heidi_Pino@lccatmc.com).

