

SOCIAL MEDIA BEST PRACTICE REMINDERS

Today, our lives and social media are intertwined; it is entertainment, news, a way to connect with family and friends, as well as a means to share both accomplishments and frustrations. Even when 'off the clock,' we need to adhere to best practices for posting or sharing thoughts, photos, and concerns. As we all work to respond to the COVID-19 public health emergency, heartwarming moments are happening every day in our profession. It is a great idea to capture these moments and promote them on social.

Let's make the posts the best we can. Here is a link to an article with helpful tips for taking top-notch smartphone photos: <https://www.verticalresponse.com/blog/9-tips-for-taking-top-notch-smartphone-photos/>. Please review to help improve the quality of photos you share and make sure that they reflect well on your organization.

DO make sure when taking pics that you ensure individual's privacy and dignity and that they are photo-ready:

- Sitting upright
- Hair combed
- Properly clothed
- Smiling when possible
- Close up photos with small groups are much preferred to wide shots with large groups

Ask the individual if the picture is okay and if they approve of you posting it to social media.

DO NOT post photos with:

- Cluttered backgrounds
- Other individuals
- Wet floor signs
- Open doors
- Personal information

If you would not want the picture published, do not post.

Ensure that any individuals having his/her photo taken has filled out consent forms.

Your team likely uses social media as a way to stay connected to their family and friends and to share both accomplishments and frustrations. Remind staff that social media—both in their professional and personal lives—reflects on their employer. Ensure that all staff is aware of your social media policy and procedures. The American Health Care Association and National Center for Assisted Living (AHCA/NCAL) has shared a flyer on social media best practices to help providers. Shared a flyer: <https://www.ahcancal.org/News/Documents/SocialMediaBestPractices.pdf>

Social media can be a powerful tool when used appropriately; let's take this opportunity to share our positive stories. Send your stories to OHCA via messenger on Facebook, and we will share it on our page as well.

#OHCA #OHCASmileFromHome #CareNotCOVID #BetterTogether #ThinkingOutsideTheBox #ThinkOutsideTheBox
#WeAreBetterTogether #COVID #COVID19

AHCA has a wealth of tools available to members at <https://www.ahcancal.org/News/Pages/SocialMedia.aspx>.