

# GEORGIA LONG-TERM CARE NETWORKING SEMINARS

Internal Marketing  
Resource Kit



GEORGIA  
CNA Career  
PATHWAY INITIATIVE



# Email Marketing Resources and Best Practices

## Best Practices:

- Make it clear who the email is coming from- use an actual name in the From address and try to use your company name in the subject line.
- Emails that include social media sharing buttons have a 158% higher click-through rate than emails sent without them. Encourage forwarding/sharing with friends, peers, and coworkers.
- Keep it short, sweet, and simple in the subject line and email body.
- Make sure your email is mobile friendly. Many email marketing tools like Mailchimp and Sender do this automatically, but it doesn't hurt to check.
- Include a call to action- terms that prompt immediate response or action.
  - Ex. Apply now. Follow us on LinkedIn. Attend event. View job openings.
- Personalize in subject line and/or email body.
  - Ex. Dear [First Name], it was great meeting you at [job fair].
- SPAM Triggers- Certain words in subject lines will trigger your email to be sent to the spam folder. Click the link to view a list of spam trigger words to avoid to ensure your email gets delivered every time.

## Email Marketing Tools:

Both of these email marketing platforms offer basic accounts at no cost with options to upgrade. Use them to design email campaigns, manage contacts, review data, etc.

- [Mailchimp](#)
- [Sender](#)

## Strong vs Weak Subject Lines

- **Strong:** 6-10 words, personalized, specific, attention-grabbing, creative, and to-the-point.
- **Weak:** Short, demanding, basic, contain SPAM triggers and symbols, impersonal, generic.

Strong Subject Lines	Weak Subject Lines
[Company Name] is now hiring CNAs in [location]!	We are Looking for CNAs
[Company Name]: Your future as a CNA is here	APPLY NOW!!
Greetings from [Company Name]! – CNA opportunities are waiting for you	CNA Job Opportunity
[Candidate Name], Ready to Advance Your CNA Career?	Make \$\$ as a CNA



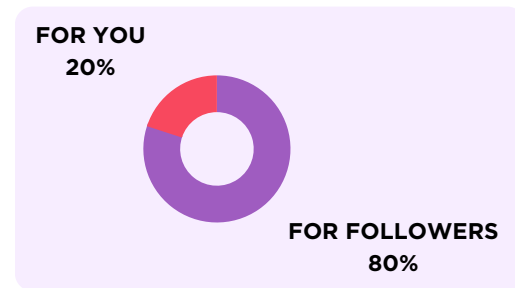
# Social Media Marketing Resources and Best Practices

## Social Media Marketing Tools:

- Content Schedulers
  - Automate posting on social media to save time and stay organized.
    - NapoleonCat, Hootsuite, Later, Loomly, Zoho Social, Crowdfire, Planoly, Loomly
- Other
  - [Bitly.com](https://bitly.com)- Free link shortener for putting links in captions. Makes posts more visually appealing and engaging.
  - [Linktree](https://linktree.com) – A free link in your Instagram bio that leads to a landing page containing multiple links to content relevant to your business (website, articles, videos, etc.)
  - [Chat GPT](https://chatgpt.com)- Free to use AI to get inspiration for captions and content. Use sparingly, or you risk coming across impersonal/cheesy/robotic. Let your brand's personality shine through.
  - [CapCut](https://www.capcut.com)- Create free videos, reels, and more for your website and social media.
  - [Hootsuite Tools](https://hootsuite.com)- A content scheduler that also has dozens of free tools and resources like hashtag generators, engagement rate calculators, help articles, etc.

## Best Practices:

- Think of every post as an opportunity to communicate your values to your audience and engage them in a way that creates a sense of community.
- Be consistent with your post frequency. Aim for 2 times per week to start.
- Engage with your audience, ask questions, post polls, respond to comments and direct messages.
- Vary the types of posts throughout the month and try to establish a balance of entertaining, educational, and promotional posts.
- 80/20 Rule-



- 80% of your content should be what your FOLLOWERS want to see (entertainment/educational).
- 20% should be what YOU want your followers to see (advertising/promotional).
- Use relevant hashtags. #FacilityName #LongTermCare

## Content Ideas

ENTERTAINING	EDUCATIONAL	PROMOTIONAL
<ul style="list-style-type: none"> <li>• Polls</li> <li>• Appreciation Posts</li> <li>• Facility Tour</li> <li>• Event Photos</li> <li>• Trendy Videos</li> <li>• Day-to-Day Activities</li> </ul>	<ul style="list-style-type: none"> <li>• Trivia</li> <li>• Infographics</li> <li>• Fun Facts</li> <li>• Did you know?</li> </ul>	<ul style="list-style-type: none"> <li>• Testimonials, Quotes, Spotlights from Residents and/or Staff</li> <li>• Job Postings</li> </ul>



# Social Media Marketing Content Calendar

This is a general list of yearly holidays, events, and observances that are great social media opportunities. Sprinkle these in with your regular content (ideas on previous page) and you will have year-round content! Keep in mind:

- Some observances change their date year-to-year, so always check to make sure.
- Always use a hashtag (#) for the observance. This will ensure you reach the most people possible.
  - Ex: #NationalCNAWeek.
- Try to tag other organizations wherever possible.
  - Ex: For American Heart Month, you can tag *The Heart Truth* (NIH) @[thehearttruth\\_nhlbi](https://twitter.com/thehearttruth_nhlbi) for more potential exposure.

JANUARY	FEBRUARY	MARCH	APRIL
<b>Month:</b> Ntl. Staying Healthy Month <b>1st:</b> New Year's Day/Resolutions	<b>Month:</b> American Heart Month #OurHearts <b>14th:</b> Valentines Day <b>3rd Friday:</b> Ntl. Caregivers Day	<b>19th:</b> Certified Nurse's Day <b>11th-15th:</b> LTC Administrators Week <b>Last week:</b> Careers in Aging Week	<b>Month:</b> Parkinson's Awareness Month <b>1st week:</b> Ntl. Public Health Week <b>7th:</b> World Health Day
MAY	JUNE	JULY	AUGUST
<b>12th:</b> Int. Nurses Day <b>14th-20th:</b> Ntl. Skilled Nursing Care Week <b>2nd Sunday:</b> Mother's Day <b>Last Wednesday:</b> Ntl. Senior Health & Fitness Day	<b>1st Sunday:</b> National Cancer Survivors Day <b>3rd Sunday:</b> Father's Day <b>2nd week:</b> Ntl. CNA Week <b>17th:</b> Nursing Assistants Day	<b>4th:</b> Independence Day <b>16th:</b> Ntl. Ice Cream Day <b>23rd:</b> Gorgeous Grandma Day	<b>21st:</b> Ntl. Senior Citizens Day <b>30th:</b> Ntl. Grief Awareness Day
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>Month:</b> Healthy Aging Month <b>Sunday after Labor Day:</b> Ntl. Grandparent's Day <b>22nd:</b> Ntl. Centenarian's Day	<b>Month:</b> LTC Planning Month <b>31st:</b> Halloween	<b>Month:</b> Ntl. Long-Term Care Awareness Month <b>4th Thursday:</b> Thanksgiving	<b>Holidays:</b> Kwanzaa, Hanukkah, Christmas <b>31st:</b> New Year's Eve



# General Marketing Resources

Most of these resources are free to start and many have paid versions that unlock more features. They are great tools to use to establish your facility's brand identity on social media and attract potential hires.



## Careers in Caring- [careersincare.org](http://careersincare.org)

- Features hundreds of free resources, templates, infographics, and tips on how to run hiring campaigns in long term care.
  - [How To Recruit Long Term Caregivers](#)
  - [Hiring Campaign Checklist](#)
  - [Facility Level Social Toolkit](#)

## Free Stock Photos

- Use sparingly. Try to use photos of your personnel and patients wherever possible (with permission first).
  - [Unsplash.com](http://Unsplash.com)
  - [Pixabay.com](http://Pixabay.com)
  - [Pexels.com](http://Pexels.com)
  - [WikiCommons Images](#)

## [Canva](#)

- Free online graphic design tool used to create social media posts, fliers, presentations, posters, videos, logos, etc.
- Has thousands of free templates with the option to upgrade for more features.
- Keep your designs simple, consistent, and professional. Pick 2-3 colors and fonts and stick to those in all of your designs. (See example on next page)

## Job Posting Sites

- [Indeed](#)- Free to create a company account and post a job. Must go through a short verification process. Can pay to promote postings further.
- [LinkedIn](#)- Free to post jobs, can pay to promote postings further.
- [Handshake](#)- Free online recruiting platform that connects college students to employers. Can also be used to find job fairs (virtual and in-person) and post job openings.
- [Sample Job Postings](#)

## Mission Statement Frameworks

To **[contribution/goal]** so **[impact]**.

Our mission is to **[contribution/goal]** by **[what you offer/how you do it]** for **[target audience]** so **[impact]**.

To build/offer **[what you offer/how you do it]** for **[target audience]** to **[contribution/goal]** and **[impact]**.



# General Marketing Flyer Dos and Don'ts

## DO

- Stick to 2-3 colors
- Stick to 2-3 fonts
- Use your facility's logo
- Use a relevant, real photograph
- Focus on your facility's value
- Highlight what *your facility* brings to the table
- Provide contact information and next steps
- Focus on forming a personal connection



[Your Facility Name] is now seeking Certified Nursing Assistants (CNA's) to join our dedicated team of caregivers. If you're a CNA with an empathetic nature, excellent interpersonal skills, and a commitment to quality care, we would love to have you!

### WHY WORK WITH US?

- ✓ Competitive Compensation
- ✓ Supportive Environment
- ✓ Caring Community
- ✓ Professional Growth
- ✓ Meaningful Work

### INTERESTED?

#### Contact us:

- +123-456-7890
- @reallygreatsite
- 123 Anywhere st., Any City



We are looking to hire Certified Nurses Assistants (CNAs) to come work at our Long Term Care Facility. The starting pay is \$\$ and the hours are between 8am to 8pm.

### Must have:

- good people skills
- strong work ethic
- valid certification
- ability to problem solve
- availability

Must be able to start immediately.

APPLY ON OUR WEBSITE!



## DON'T

- Use 3+ irrelevant colors
- Use 3+ fonts
- Use a poor quality, inauthentic photo
- Focus on what you NEED in a candidate- it comes off as desperate
- Use impersonal or generic language
- Forget contact information



[Logo here]

# WE ARE HIRING

[Your Facility Name] is now seeking Certified Nursing Assistants (CNA's) to join our dedicated team of caregivers. If you're a CNA with an empathetic nature, excellent interpersonal skills, and a commitment to quality care, we would love to have you!

## WHY WORK WITH US?

- ✓ Competitive Compensation
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## INTERESTED?

Contact us:

- +123-456-7890
- @reallygreatsite
- 123 Anywhere st., Any City

# LOOKING FOR

# CERTIFIED NURSES ASSISTANTS

to join our team.

We are looking to hire Certified Nurses Assistants (CNAs) to come work at our Long Term Care Facility. The starting pay is \$\$ and the hours are between 8am to 8pm.

## Must have:

- good people skills
- strong work ethic
- valid certification
- ability to problem solve
- availability

Must be able to start immediately.

**APPLY ON OUR WEBSITE!**



# Social Media Release Form

I hereby authorize \_\_\_\_\_ to use my photo and/or information related to my experiences with \_\_\_\_\_.

I understand this information may be used in publications, including electronic publications, audiovisual presentations, promotional literature, advertising, community presentations, letters to area legislators and media and/or other similar ways.

\_\_\_\_\_ will disclose to me or my legal representative, where appropriate, the specific information and/or photo to be used prior to release in the social media.

My consent is freely given as a public service to \_\_\_\_\_, without expecting payment. I release \_\_\_\_\_ and their respective employees, officers and agents from any and all liability which may arise from the use of such news media stories, promotional materials, written articles, videotape and/or photographs.

I prefer that (choose one):

- My complete name be used.
- My first name only be used.
- No name be used.

I understand that I can revoke this release any time in writing and that the use of any of my photos or other information authorized by this release will immediately cease.

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Printed Name

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Signature

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Date