

Caregivers Communications and Marketing Toolkit: Social Media Best Practices (2025)

Be Strategic

For all social media platforms, it's important to create a strategy and set overall goals, especially by identifying your target audience and the key accounts you want to reach and engage with. For example, are you trying to connect with residents, healthcare providers, journalists, or other stakeholders? Consider your target age group and where they live.

Some goals to consider include raising awareness, educating, creating a community, mobilizing people to take action, developing leads (such as newsletter signups), or simply driving traffic to your website or blog.

Using a content calendar is an effective way to stay organized across multiple platforms.

The Importance of Visuals

In 2025, all social platforms are visual platforms. Optimal sizing for each platform changes on a fairly regular basis. Bookmark this [handy always up-to-date social media image size cheat sheet](#), and check it frequently to make sure you're creating the best size images.

Algorithms also prioritize video. Research shows that 85 percent of viewers prefer and engage more with videos under 15 seconds. You don't need a huge budget to create professional-looking videos. Smartphones now shoot in 4k, which provides very crisp and detailed images.

Some recommended lengths for video for different platforms:

Instagram Reels: 15-30 seconds

Facebook and LinkedIn: 1-2 minutes

X: Under 45 seconds

Here is an [always-up-to-date guide on video recommendations by platform](#).

Note: It is always preferable to upload your native video to any of these platforms rather than just posting a link to your video because native videos are prioritized by algorithms, autoplay in feeds, and generate higher engagement compared to external links.

Finally, develop an online style guide so that your branding, colors, and tone are consistent across platforms.

Which Platforms When?

To Reach	Consider	With content about
Business and health care professionals, older millennials (ages 29-44)	LinkedIn	Job recruitment, professional development opportunities, thought leadership
Older adults (50+), millennials (ages 29-44)	Facebook	Facebook events, resources, news, storytelling, videos, behind-the-scenes
Gen X (ages 45-60)	Facebook, Instagram	Resources, events, news, explainer videos, personal testimonials
Millennials (ages 29-44)	Instagram, TikTok, X	News, resources, events, videos
Gen Z (ages 12-28)	YouTube, TikTok, Snapchat, and Instagram	First digital natives, smartphones are their preferred device. Community, trends, news, and expressing themselves

The chart below shows the percent of users by age group that say they use a platform. For instance, 70 percent of people aged 50-64 use Facebook, while 78 percent of those aged 30-49 do. ([Social Media Fact Sheet](#), Pew Research Center.)

	Ages 18-29	30-49	50-64	65+
Facebook	68	78	70	59
Instagram	76	66	36	19
LinkedIn	40	41	30	15
X (formerly Twitter)	38	25	15	8
Pinterest	43	43	33	22
Snapchat	65	32	14	4
YouTube	93	94	86	65
WhatsApp	30	40	28	18
Reddit	46	35	11	4
TikTok	59	40	26	10
BeReal	10	2	1	<1

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted Feb. 1-June 10, 2024.

Build Your Audiences

- **Follow more people.** The best way to make a friend on social media is to be a friend. When you follow someone, they receive a notification and are more likely to follow you back. Similarly, when you tag someone, they get a notification, and if they're not already following you, they're more likely to follow you back.
- **Follow key constituencies**, such as:
 - Elected officials (local, state, federal)
 - Key organizations, such as professional associations and advocacy groups (local, state, national)
 - Board members
 - State and local journalists who write about aging and healthcare issues
 - State and local agencies
- **Tag key people and organizations** you want to see your posts.
- **For all your social accounts, ask** staff, friends, board members, volunteers to like your page and share your posts.

Build Awareness

- **Amplify.** Share social media toolkits with the board, volunteers, and partners, with sample posts and graphics for them to share on their accounts.
- **Drive traffic** to your website by linking to resources, news, information, and videos.

- **Write blog posts** about key topics and link to those. This will also help with search engine optimization.
- **Boost and target** key posts on Facebook to ensure they're seen.
- Hop on **trending hashtags** when relevant.

Here's an example of a [social media toolkit](#).

Build Engagement

- Share others' posts often.
- Ask people who like your posts to follow you.
- Make sure you reply to comments, even simply "liking" them.
- Always check your notifications and reply to people leaving comments.
- Follow people who share or like your posts.
- Try to always have a call to action, even if it's just "Learn more," "Read," or "Watch."

Content Ideas

Across platforms, you are wise to be concise. Several studies have found that Facebook statuses of around 40-80 characters are most effective. On Instagram, stick to 138 to 150 characters. On X, posts with 70-110 characters generally perform best. On X, all links are automatically shortened to 23 characters, so longer lengths do not count against the 280-character limit. On LinkedIn, posts between 150 and 300 characters do exceptionally well, but you can be longer on LinkedIn. Experiment to see what works best for you.

Here are some ideas for types of content to share:

- **News** from your organization about how you address common problems.
- **Resources and community events** - yours and others.
- **Articles in the news relevant to your audiences.** Always take time to craft a sentence explaining why you chose to share; and upload your own graphic. Posts that only include a link tend to get the lowest engagement.
- **On Facebook, create events** - Facebook events are prioritized and often show up in notifications of people not already following you. ("Joe Smith is attending the Back to School Event.")
- **Post highlights** from an event. Tag people in any photos.
- Create a file of **"evergreen content"** that you can use when you don't have anything timely or current - this can be how-tos, links to resources or mental health tips, links to your email signup form, etc.
- **Statistics, polling results, actual polls**
- **Popular memes** (when relevant)
- Short, concise **explainer videos**. A tool like [Canva.com](#) can help create these. Always use captions or subtitles on all videos.

- Similarly, **infographics and compelling data** points can be powerful.
- **Don't be afraid to use humor.** Humor can really make you stand out in a crowded field.
- **Stories about real people** you've helped. A simple headshot, along with a quote overlay and a few lines of text in the post can powerfully illustrate your post. Concise **video testimonials** also work well. Link to "read more" on your website. For instance, see this series created by the Utah Dept of Health and Human Services, right. To be even more powerful, consider using full names and (general) locations of the consumers featured.
- Always include relevant information such as date, time, and your full address if you are promoting a specific event. Remember that the Internet is global; not everyone will know your location.
- Plan posts in advance around various commemorative days.
 - See ideas here: <https://nationaltoday.com/mental-health-awareness-holidays> and here <https://docs.google.com/spreadsheets/d/1V2B1r5qVR3FHxwRlXtdNXqHeBxzisnXbQDX9mhy2nCc/edit#gid=0>



Platform Specific

Meta

Meta is the parent company for Facebook and Instagram. In the past few years, Meta has made changes to the Facebook algorithm that have resulted in it prioritizing content from friends, family, and paid ads over content from business pages.

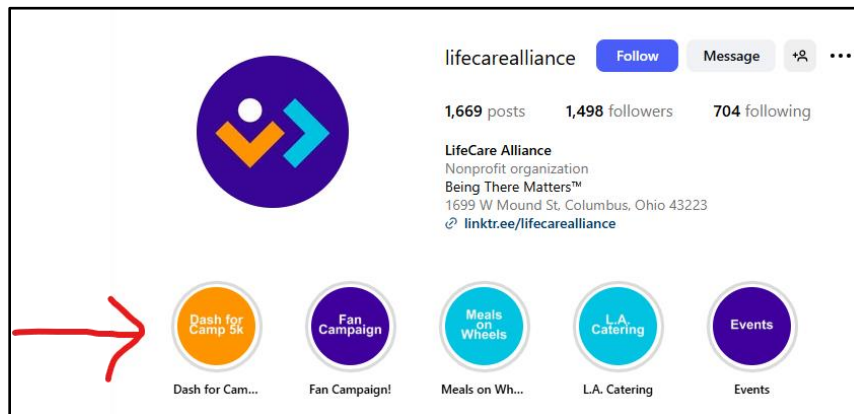
- Make sure all your social accounts are "professional" or business accounts. This gives you access to a range of tools.
- Use Meta Business Suite to manage Facebook and Instagram posting, read and answer comments, view metrics, schedule posts and set up ads from one central location. Make sure you connect your Instagram account.
- Make sure you add at least one other administrator to ensure you don't lose access.
- When posting, customize your copy for Facebook and Instagram posts separately.
- If this is a new Facebook page, make sure you customize your page name here: <https://www.facebook.com/settings/?tab=profile>
- Optimize your pages with a custom profile picture and cover photo. ([Free templates here.](#))
- Add your website address and a phone number or public email.
- Set up a [linktree](#) for use on Instagram and add it to your Instagram profile. Avoid putting links in Instagram posts, since they are not clickable nor copyable.

Meta Best Practices

Meta's algorithm is designed to show users content that is *most relevant to them*. The algorithm determines what is most relevant based on users' past interactions (likes, comments, shares) and interests. This means that even if someone follows your page, they are unlikely to see most of your posts. On average, a typical Facebook post now reaches just over 5 percent of a page's followers. This means that if you have 100 followers, only about five will see your post without paid promotion.

Despite what you may have heard about Facebook's waning popularity, it still has a massive user base, offering a significant opportunity to connect with your target audiences. Here are some tips on how to reach more folks organically (without paying):

- Post **good quality images** – use a tool like [Canva.com](https://www.canva.com) to create images from thousands of ready-made templates.
- **Schedule** both Instagram and Facebook posts through Meta's Business Suite.
- If you want **more engagement** from your readers, it's more critical than ever to interact with them. Even a simple thumbs-up "like" will do. Engaging with your followers makes it more likely that they will see future posts in their feed. You can manage all of this via Meta's Business Suite.
- **Post 2-3 times/week at most.**
- **On Instagram**, stories offer higher daily engagement but posts are better for long-term visibility and reach. Do some experimentation with stories - and remember to save them to highlights.
- **Tag relevant accounts.**
- **Hashtags:** Adam Mosseri, the head of Instagram, said that "hashtags do not increase your reach." But they can be useful to categorize posts, to brand an initiative, or to emphasize the point of your post. Don't use more than two per post.
- If you have a particular post that you want to make sure gets seen by more of your audience, follow the prompts to "**boost**" your post, which does incur a cost. Make sure you carefully select your audience when boosting a post, otherwise Facebook will just show it to a generic audience.
- On Instagram, use the **highlights function** to create collections of posts from your stories, so that they're not lost and people can access them easily.



Why You Should Consider X (formerly Twitter)

- X is one of the only platforms that makes it easy to directly access industry thought leaders, journalists and politicians.
- X's audience skews younger, with 34.2 percent of users in the 18-24 age group.

X Best Practices

- As with Meta, **engagement is king**: replies, likes, direct messages, comments, and reposts. If your content is not getting engagement, you need to try different approaches.
- X has **deprioritized posts with links in them**. X recommends that you create your post without a link, but with an image, and include the link in the first comment.
- When you repost news stories, try to tag the author.
- Posts with **images, videos, and GIFs** get significantly more engagement than text-only posts.
- Make sure you **repost and quote-post** others, adding your context.
- **Leave comments** on relevant posts.
- **Tag relevant accounts**. Your content will be more likely to be seen that way.
- **Use threaded posts**. This is where you create a post (tweet) and then add additional posts, creating a thread, usually numbered. They are great for storytelling or how-tos. Effective threads get saved, bookmarked, and shared.
- **Beware of fake accounts**: Review your X followers often and block and report any suspicious accounts.
- Make sure you follow legitimate accounts that are following you.
- **Hashtags** can help you curate content and make it easier for your content to be discovered. Posts with relevant hashtags receive twice as much engagement and are 55 percent more likely to be reposted. They are beneficial for collecting content around events, such as conferences or initiatives. **NOTE: X recommends no more than two hashtags per post – more than two can actually reduce engagement.**

LinkedIn Best Practices

- Set up a company page and make sure you add a profile pic and a high-quality cover image.
- Add more than one administrator to it.
- Use 1–3 hashtags per post to boost discoverability
- Encourage staff to list the organizational page on their profiles.
- Post consistently - at least **once per week**.
- Publish articles or long-form posts using LinkedIn's article feature and link to those.
- Share others' posts.
- Share your organization's posts in relevant groups on LinkedIn, such as the [Caregiver Action Network \(National Family Caregiver Association\)](#) (5k members), [Health Practitioners and Caregivers for Seniors and Elders](#) (11k members), [Alzheimer's & Dementia Professionals](#) (96K members). By sharing your organization's posts to these kinds of groups, you get your name in front of many potential supporters and followers.

APPENDIX

Hashtags to Consider for Instagram

Hashtag	# of posts
#aging	1.5 million
#alzheimers	1.2 million
#alzheimersawareness	590K
#assistedliving	750k
#care	15.7million
#caregiver	1.6 million
#caregiveradvocate	1000+
#caregiverburnout	37.6K
#caregivercoach	1000+
#CaregiverConfessions	100+
#caregiverlife	186K
#caregivers	863k
#caregiverstress	40.1k
#caregiversupport	478K
#caregiving	797k
#dementiaawareness	404K
#dementiacare	455k

#dementiacaregiver	90.3K
#dementiacaregiving	5000+
#dementiafriendly	56.8K
#dementiasupport	158K
#eldercare	682K
#familycare	276K
#familycaregiver	102k
#familycaregivers	58.1k
#familycaregiversupport	1000+
#homecare	3.8m
#memorycare	330k
#memoryloss	160k
#nursinghome	531K
#sandwichgeneration	77.3k
#seniorcare	1.4m

Instagram Accounts to consider following

momofmymom
 dementiadarling
 yourdementiatherapist
 asweetercourse
 Creativeconnections dementia
 Career caregiving collide
 compassion in caregiving
 Alzheimerssoc
 lifecarealliance

Resources

- [How to use Meta Business Suite: From setup to advanced strategies](#)
- [Video Marketing for Nonprofits: Tools, Examples and Best Practices](#)
- [Squeezed Podcast](#)
- [Sample content calendar](#)
- [Sample social media toolkit](#)
- [Social Media Demographics](#), Pew Research Center

