




NAVIGATING SOCIAL MEDIA AND AI IN TODAY'S NURSING HOMES & ASSISTED LIVING FACILITIES

LEGACY STUDIO & MAC MEDIA SERVICES



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ABOUT US

As a full-service marketing agency, MAC Media Services specializes in comprehensive strategies tailored to the senior care industry. Recognizing the need for cost-effective social media solutions, we created Legacy Studio Media to provide high-quality, engaging monthly content at a lower price (\$47/month), making professional social media management accessible for small to medium-sized facilities. Our mission is to empower senior care providers with the tools and content they need to enhance their online presence, attract new residents, and support staff recruitment and retention. With a deep understanding of the industry, we are committed to delivering impactful marketing strategies that drive results.



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A photograph showing a close-up of a person's hands typing on a silver laptop keyboard. The laptop is open, and the background is softly blurred, showing papers and a pen on a desk.

INTRODUCTION TO SOCIAL MEDIA MARKETING

- Over **4.9 billion people** are active on social media worldwide
- Facebook has approximately **2.1 billion users per day** and Instagram has approximately **2 billion users per day**
- The average person spends **two and a half hours per day** scrolling through social media platforms




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MAXIMIZE YOUR PLATFORM

- Well Rounded
- Consistency Counts
- Ad Spend for Geo-Targeting



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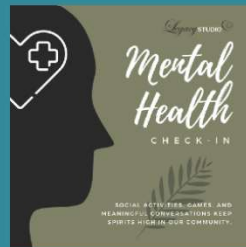
OPTIMAL TYPES OF SOCIAL MEDIA → PROFESSIONAL BRANDING

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THE POWER OF PROFESSIONAL BRANDING

- Consistent color palette usage
- Consistent logo usage
- Content pillar usage
- Each piece supports the mission of the facility

EXAMPLES



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Choosing the right care matters.

Our assisted living & nursing home facilities offers:

Compassionate Care
Engaging Activities
Supportive Environment
Connect with us today!

LegacySTUDIO

OPTIMAL TYPES OF SOCIAL MEDIA → PROFESSIONAL BRANDING

- What it means:
 - Logos and coloring should be uniform on all platforms
 - What does your facility offer?
 - YOU are the authority
- It builds trust, recognition, and consistency—three pillars of effective communication and marketing.

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PROFESSIONAL BRANDING → WHY IT MATTERS

- Establishes Credibility
 - Clean, professional visuals and messaging signal to your audience that you're serious, reliable, and worth their attention. Sloppy or inconsistent branding can make you look amateur or untrustworthy.
- Boosts Recognition:
 - When your posts consistently reflect your brand's colors, fonts, tone, and visual style, people start to remember you. Over time, your brand becomes instantly recognizable in a busy feed.




**IS IT TIME TO EXPLORE CARE
OPTIONS?**
LET US HELP

SCHEDULE A TOUR!

We provide:
Personalized Support
Engaging Activities
Save Environment
Welcoming Environment

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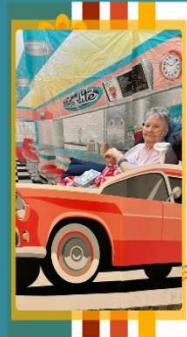
OPTIMAL TYPES OF SOCIAL MEDIA → LOCAL CONTENT

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THE POWER OF LOCAL CONTENT

- Builds Community Trust
- Boosts Engagement
- Improves Visibility
- Strengthens Reputation

EXAMPLES



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OPTIMAL TYPES OF SOCIAL MEDIA → LOCAL CONTENT

- What it means:
 - Local Content: Showcasing community involvement, resident activities, events, or partnerships to appeal to local families and caregivers.

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LOCAL CONTENT → WHY IT MATTERS

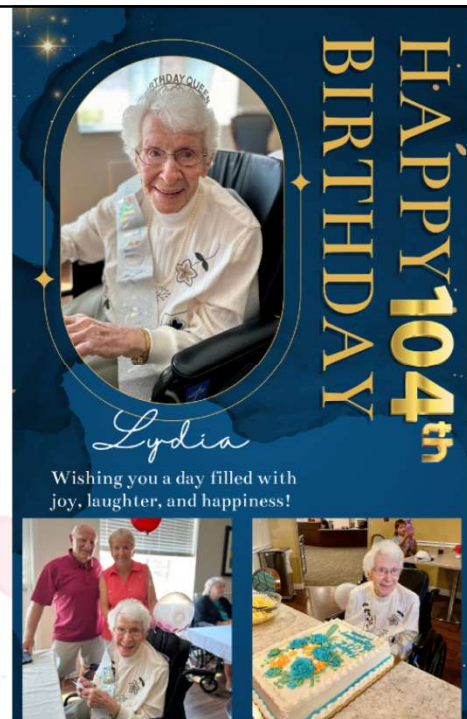
- **Builds Trust with Local Families:**
 - People are more likely to trust a facility that feels present and invested in their community. Sharing local events, partnerships, or familiar places helps families feel more confident in your authenticity and care.
- **Improves Reach Through Local Engagement**
 - Local content (like tagging nearby businesses or using regional hashtags) often gets better engagement and visibility on platforms like Facebook and Instagram. It encourages shares and comments from people in your area.
 - It shows you're a part of the local fabric.



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LOCAL CONTENT → WHY IT MATTERS

- **Creates Generational Loyalty**
 - When families see loved ones featured in joyful, engaging posts, it builds pride and reassurance. Children, grandchildren, and extended family feel more connected to the facility.
 - Highlighting resident stories and milestones honors their legacy, which resonates deeply with family members. It makes the facility feel like a part of the family's history.
 - Adult children and even grandchildren who grew up seeing their loved ones well cared for may later return to the same facility for their own parents—or themselves.



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OPTIMAL TYPES OF SOCIAL MEDIA → EMPLOYEE RECRUITMENT & RETENTION

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THE POWER OF EMPLOYEE RECRUITMENT

- Attracts Quality Talent
- Highlights Workplace Culture
- Boosts Retention & Morale
- Expands Reach Through Shares

EXAMPLES

WE ARE HIRING

Activities Assistant

We offer:

- Medical, Vision and Dental Insurance
- Tuition Reimbursement
- 401(k)
- Much More!

APPLY NOW

Your Facility Name
123 Dreamland Blvd
Happyland, IL 20202

Congratulations!

EMPLOYEE OF THE MONTH



Sarah H.

CELEBRATING



Johanna's BIRTHDAY

LegacySTUDIO®

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OPTIMAL TYPES OF SOCIAL MEDIA → EMPLOYEE RECRUITMENT & RETENTION

- What it means:

- Employee Recruitment: Promoting the facility as a great place to work through staff spotlights, job postings, workplace culture, and employee testimonials.
- Employee Retention: Highlighting a positive workplace culture and recognize staff contributions. This visibility fosters pride, connection, and loyalty—encouraging employees to stay long-term.



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EMPLOYEE RECRUITMENT → WHY IT MATTERS

- Attracts the Right Candidates
 - Recruitment posts help you reach potential employees who align with your mission, values, and culture.
 - Especially important in fields like assisted living, where compassion and dedication are key.
- Shows Off Workplace Culture
 - People want to work where they feel valued.
 - Posts that highlight your team, celebrations, staff testimonials, and day-to-day life give candidates a real look inside your organization and make your facility more appealing.

WE ARE HIRING

Activities Assistant

We offer:

- Medical, Vision, and Dental Insurance
- Tuition Reimbursement
- 401(k)
- Much More!

[APPLY NOW](#)

WE ARE HIRING

LPN's Full & Part Time

We offer:

- Pay up to \$31.00 hour
- Medical, Vision, and Dental Insurance
- Tuition Reimbursement
- 401(k)
- Much More!

[APPLY NOW](#)

Your Facility Name
123 Dreams Blvd
Fairy Land, FL 22222



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EMPLOYEE RETENTION → WHY IT MATTERS

- Recognize and Applaud Staff
 - Recognizing staff and celebrating wins publicly reinforces morale and shows employees they're appreciated.
 - Long-term employees are happy employees.
 - Friends and family have a chance to celebrate their professional accomplishments.
 - Don't be afraid to celebrate employees' life wins like children's graduations.
 - This is the key to keeping great people long term.



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USING AI IN SOCIAL MEDIA MARKETING

What is AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence that can process vast amounts of data quickly, recognize patterns, and make automated decisions. AI is used by **BILLIONS** of people daily.

• Tools

- **Graphic & Video Creation-** Canva, Lumen5, RunwayML
- **Creation & Caption Generation-** Chat GPT, Jasper.ai, Canva Magic Write
- **Social Media Scheduling & Management-** Hootsuite, Publer, Buffer



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CHAT GPT

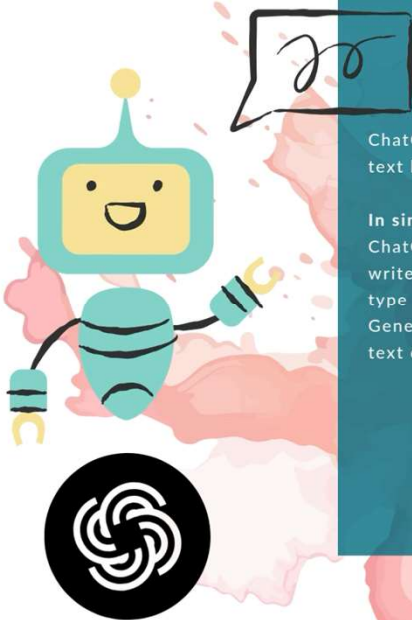
ChatGPT is an advanced AI chatbot that can understand and generate human-like text based on the input it receives.

In simple terms:

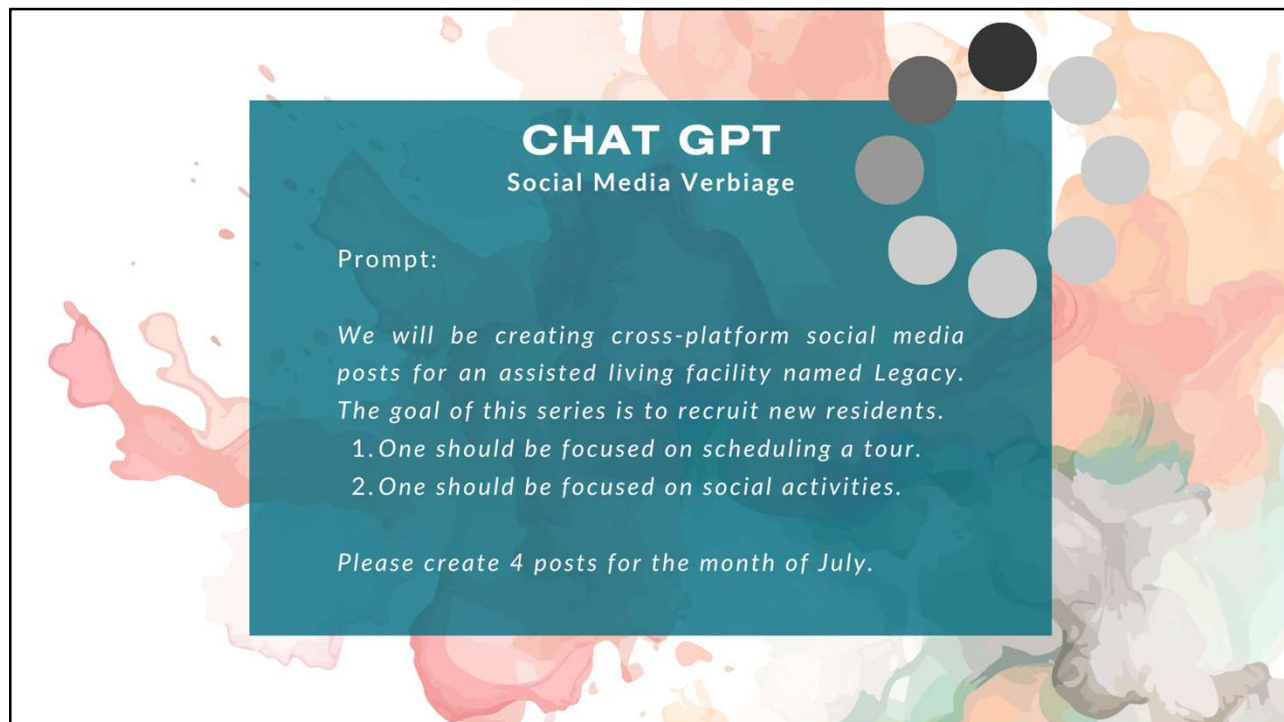
ChatGPT is like a smart assistant you can chat with—available 24/7—to help you write, research, plan, or solve problems using natural language. It's powered by a type of artificial intelligence called a large language model (GPT stands for Generative Pre-trained Transformer), which was trained on massive amounts of text data to learn how to respond in a helpful and human-sounding way.

How Can it Help Me?

- Social Media Verbiage
- Social Media Graphic Guidance
- Marketing Emails



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CHAT GPT

Social Media Verbiage

Prompt:

We will be creating cross-platform social media posts for an assisted living facility named Legacy. The goal of this series is to recruit new residents.

- 1. One should be focused on scheduling a tour.*
- 2. One should be focused on social activities.*

Please create 4 posts for the month of July.

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USING AI FOR SOCIAL MEDIA VERBIAGE

🌟 POST 1: Schedule a Tour (Recruitment Focus)

Caption:

🏡 *Is it time for a new chapter?*
Discover the comfort, care, and community at **Legacy Assisted Living**. Our residents enjoy a welcoming atmosphere, personalized support, and vibrant daily life.

📅 **Schedule a private tour** today and see firsthand what makes Legacy feel like home.

📍 [Facility Location] | 📞 [Phone Number]
🔗 Click here to book a visit: [Insert Link]

#LegacyLiving #SeniorCare #ScheduleATour #AssistedLiving #LakeCityFL

🎨 POST 2: Social Activities (Lifestyle & Engagement)

Caption:

Life at Legacy is full of *laughter, purpose, and connection*. 🥰 Whether it's baking club, movie night, or a rousing game of bingo, there's always something fun on the calendar.

Our residents don't just live here—they thrive here. ❤️

📱 Swipe to see this month's highlights!

#SeniorLiving #LegacyLife #EngagedLiving #AssistedLivingCommunity

🌟 POST 3: July Welcome Message (Warm + Inviting)

Caption:

Happy July from all of us at **Legacy Assisted Living**! 🌞🇺🇸
This summer, we're embracing sunshine, sweet tea, and meaningful moments.

Know someone looking for a warm, welcoming place to call home?
Let us show you how Legacy can make a difference.

📄 Now accepting new residents—reach out for details!
#JulyAtLegacy #SeniorCareWithHeart #FloridaAssistedLiving #LegacyLiving

💬 POST 4: Family Testimonial or Resident Quote

Caption:

💬 *"Moving to Legacy was the best decision for our family. The staff treats Mom like their own, and she's never been more social!"* – A grateful daughter

Families trust Legacy with what matters most: loving care and daily joy.
Want to see for yourself? Let's talk.

📞 Call us at [Phone Number] or visit [Website Link]
#LegacyTestimonials #PeaceOfMind #SeniorLivingStories #AssistedLiving




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CHAT GPT

Social Media Content Guidance

Don't know what to post? Chat GPT can help you quickly create a months work of posts in seconds. This will help you jump start your content with consistency.

Prompt:

Can you provide me with 8 social media posts for a senior care facility named Legacy for February that includes medical holidays, schedule a tour, activities options



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USING AI FOR SOCIAL MEDIA CONTENT GUIDANCE

1. American Heart Month – Tour & Wellness Spotlight

Caption:
February is American Heart Month, and at Legacy, we care from the heart. ❤️
From chef-prepared, heart-healthy meals to daily movement activities, our community is designed to support your loved one's wellness journey.
💬 Come see our commitment to heart health in action.
📞 Call today to schedule a tour.
#AmericanHeartMonth #LegacyCares #SeniorHeartHealth

2. Valentine's Day Fun – Resident Life

Caption:
Love, laughter, and a little chocolate never go out of style! 🍫
This Valentine's Day, our residents at Legacy will enjoy sweet treats, music, crafts, and fun with friends. 🎉
📸 Stay tuned for photos from the party!
Want to join the fun? Call to schedule a tour!
#LegacyLove #ValentinesDay #SeniorLivingJoy

3. Alzheimer's & Brain Awareness

Caption:
February is a time to celebrate the brain and raise awareness about memory care. 🧠💜
Our compassionate team at Legacy supports residents with personalized memory care programs that focus on dignity and connection.
💬 Let us be your resource – schedule a tour today to learn more.
#MemoryCareMatters #LegacyMemoryCare #BrainAwareness

4. National Toothache Day (Feb 9) – Dental Wellness

Caption:
Did you know February 9 is National Toothache Day? 🦷
At Legacy, we know dental care is vital to senior health. Our team helps residents maintain good hygiene and coordinates dental visits when needed.
Because a healthy smile never gets old. 😊
#SeniorDentalCare #LegacySmiles #ToothacheDay




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USING AI FOR SOCIAL MEDIA CONTENT GUIDANCE

5. National Caregivers Day (Feb 21) – Staff Appreciation

Caption:

February 21 is **National Caregivers Day**, and we're sending a huge THANK YOU to our incredible Legacy team. 💙
Their kindness, patience, and expertise create the nurturing environment that makes our residents feel at home.

👉 Drop a comment to show your appreciation!

#LegacyTeam #CaregiversDay #ThankYouCaregivers

6. Activity Spotlight – Movement & Mindfulness

Caption:

Stretch, breathe, smile. 🧘💚

At **Legacy**, we offer gentle yoga, walking groups, and seated movement classes to keep residents active and engaged.

🗓️ Join us for a class when you **schedule a tour** — your first stretch is on us!

#ActiveAging #LegacyLife #MovementMatters

7. National Library Lovers Month – Engagement Post

Caption:

February is **Library Lovers Month**, and our residents at **Legacy** love their quiet reading moments. 📖👉
With cozy reading nooks and access to large-print books and audiobooks, it's easy to stay mentally sharp and relaxed.

📖 What's your favorite book to revisit? Tell us in the comments!

#LibraryLoversMonth #LegacyReaders #SeniorEngagement

8. Schedule a Tour – Invite Post

Caption:

Start 2025 with peace of mind and purpose.

At **Legacy**, your loved one will find friendship, comfort, and the personalized care they deserve. 🏡💙

🌟 Daily activities

🌟 Private accommodations

🌟 Compassionate caregivers

🌟 Delicious, healthy meals

📞 **Call today to schedule a tour** and experience the Legacy difference.

#ScheduleATour #LegacySeniorLiving #CompassionateCare



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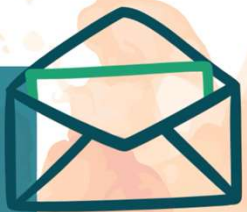


FOLLOW UP WITH POTENTIAL CLIENTS → MARKETING EMAILS

- People who tour your facility deserve special attention.
- Why follow up with them with a marketing email
 - Keeps you top of mind
 - Builds trust through information
 - Encourages action
 - Personalizes the experience



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CHAT GPT

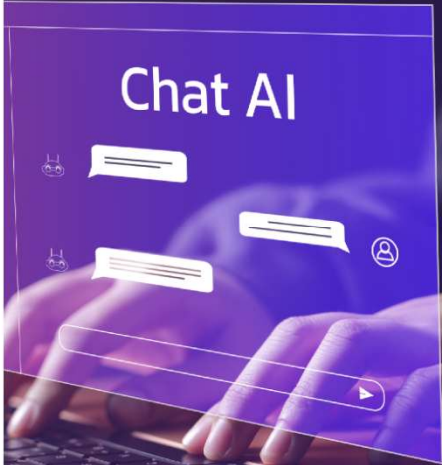
Marketing Emails

Prompt:

Create a marketing email for a family that just toured our assisted living facility called Legacy. Here's what you should include:

- *Personalized Greeting*
- *Warmth & Gratitude*
- *Recap & Benefits*
- *Next Steps/Call to Action*
- *Attachments or resources specific to the potential client- this client is particularly interested in maintaining social interaction*
- *Friendly Sign-Off*

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MARKETING EMAILS USING AI

Dear [Family Name or First Names],

It was such a pleasure welcoming you to **Legacy** and having the opportunity to show you around our beautiful community. We're truly grateful you took the time to visit and learn more about what makes Legacy feel like home to so many.

During your tour, we especially appreciated hearing about your loved one's interest in staying socially active. At Legacy, we believe that community and connection are vital to well-being—and we're proud to offer a full calendar of engaging activities, clubs, and social events designed to keep residents not just busy, but truly fulfilled.

Here's just a glimpse of the social life we offer:

- **Daily group activities** like games, crafts, and fitness classes
- **Live entertainment**, seasonal parties, and themed dinners
- **Clubs and discussion groups** to build friendships over shared interests
- **Group outings** to local restaurants, shops, and cultural events

Whether it's enjoying coffee with neighbors in the courtyard or joining in a spirited bingo night, our residents thrive on meaningful moments and companionship.

Attached, you'll find our upcoming activity calendar along with a brochure highlighting our social and wellness programming.

We'd love to answer any lingering questions and help you take the next step. If you're ready to continue the conversation, feel free to reply to this email or call us directly at **[Your Phone Number]**. We can also assist with the application process or schedule a return visit for another look.

Thank you again for considering Legacy—we'd be honored to welcome your family into ours.

Warmly,
[Your Name]
Community Relations Director
Legacy Senior Living

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CANVA

Canva is an online graphic design platform that allows users to create professional-quality designs like social media posts, flyers, presentations, and more using easy drag-and-drop tools. It offers thousands of customizable templates, making it ideal for both beginners and professionals to create visually appealing content quickly.

How Can it Help Me?

- Instant Design Assistance
- Magic Write & Editing Tools
- Smart Resize & Brand Kit Matching
- AI Image & Background Editing



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CANVA

Brand Kit

A Canva Brand Kit is a feature that allows you to store and manage your brand's visual identity in one place. It includes your logo(s), brand colors, and fonts, so you and your team can easily create consistent, on-brand designs across all your marketing materials.

👉 It's especially useful for businesses that want every flyer, post, or presentation to match their branding without manually entering colors or fonts each time.

What Do I Need?

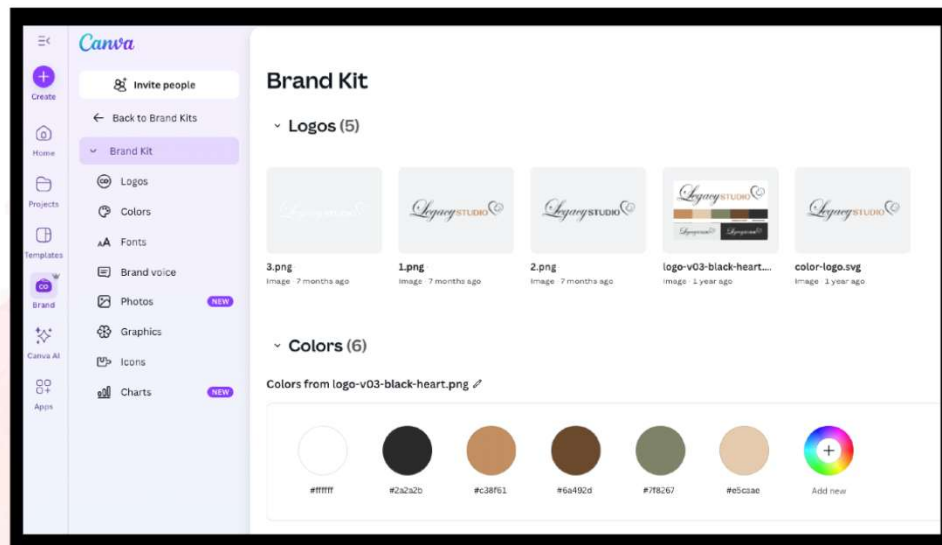
- All Logo Variations
- Brand Colors
- Brand Fonts

brand identity

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CANVA AI - BRAND KITS

What is it?

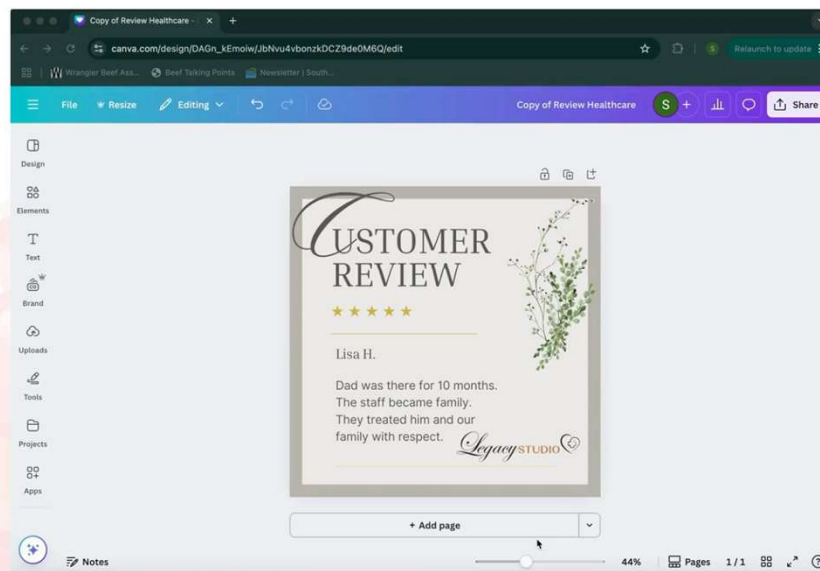


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CANVA AI - BRAND KITS

How can I use it?



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CANVA Templates

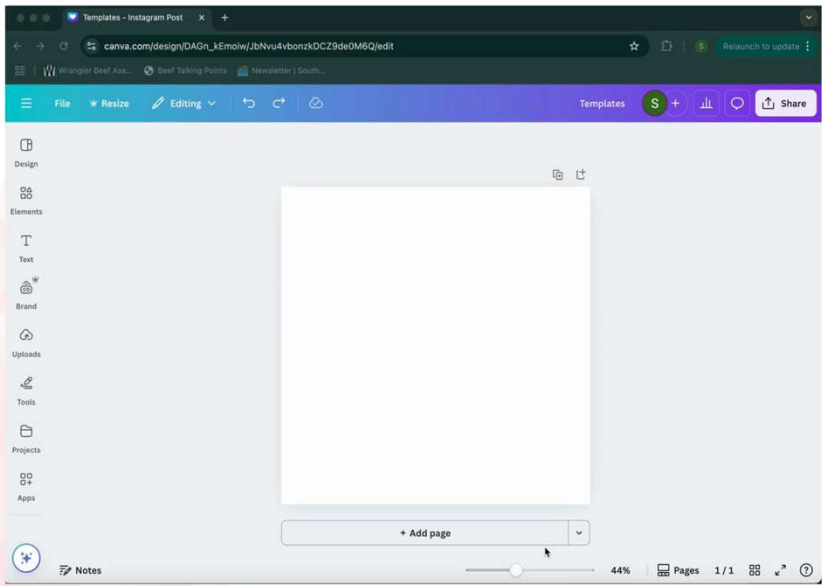
A Canva template is a pre-designed layout you can customize to create professional-looking graphics quickly and easily. Templates are available for a wide range of uses—like social media posts, flyers, business cards, and presentations—and can be edited to match your brand by changing text, images, colors, and more.

By creating a brand kit you can easily adapt any template to your brand in seconds!

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CANVA AI - TEMPLATES

How can I use it?



The screenshot shows the Canva AI - Templates web interface. The browser address bar displays the URL: canva.com/design/DAGn_kEmoiwJbNvu4vbonzKDC29de0M6Q/edit. The interface includes a top navigation bar with options like File, Resize, Editing, and a Share button. A sidebar on the left lists various design tools: Design, Elements, Text, Brand, Uploads, Tools, Projects, and Apps. The main workspace features a large central canvas and a bottom bar with a '+ Add page' button and a zoom level of 44%. The footer of the interface includes the logos for Legacy Studio and MAC Media Services.

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KEY TAKEAWAYS

- Social media builds trust, drives engagement, and increases visibility in the community.
- AI saves time, enhances consistency, and helps facilities market smarter—not harder.
- Together, they create a powerful marketing strategy that supports resident growth, employee retention, and brand reputation.

THANK YOU

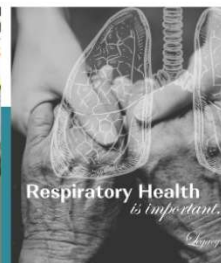
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CONTACT US

Let's showcase your facility with engaging & effective marketing!



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STUDIO.MAC

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