

BEST PRACTICES FOR SOCIAL MEDIA

- Maintain a consistent presence – post once per day, on average.
- Submit multiple photos with each submission and video when possible.
- Keep captions short (60 - 130 characters, including spaces).
- Use calls to action in captions to encourage audience engagement.
 - *EX: “We had a great time during walking club today! What’s your favorite way to stay active?”*

BEST PRACTICES FOR SOCIAL MEDIA

- Take high-quality, clear photos
 - *Photos need to be sent to C&V in their original format. They cannot be screenshots, as this affects photo quality.*
- Avoid using filters, stickers, special effects, collages, frames or text on images.
- No copyrighted music in videos is allowed, as this violates Facebook's terms of service for business pages.
- Ensure that all residents and staff have signed photo release forms prior to posting their images online.
 - *We kindly ask that you do not submit images with faces covered with emojis or blurred out.*

BEST PRACTICES FOR SOCIAL MEDIA

- All residents should appear well-groomed and presentable.
 - Residents should be happy and smiling, sitting up straight and looking at the camera.
- Avoid visible medical devices where applicable
 - Incontinence pads, catheters, gait belts, lifts and other related items.
 - *While some of this is unavoidable, we always strive to ensure **that we preserve residents' dignity** when posting pictures on social media.*
 - *Before sending your post, ask yourself: “**How would I feel if someone posted this picture of my loved one online?**”*

QUALITY SUBMISSION EXAMPLES



Residents are happy and smiling



Photos are high quality and clear

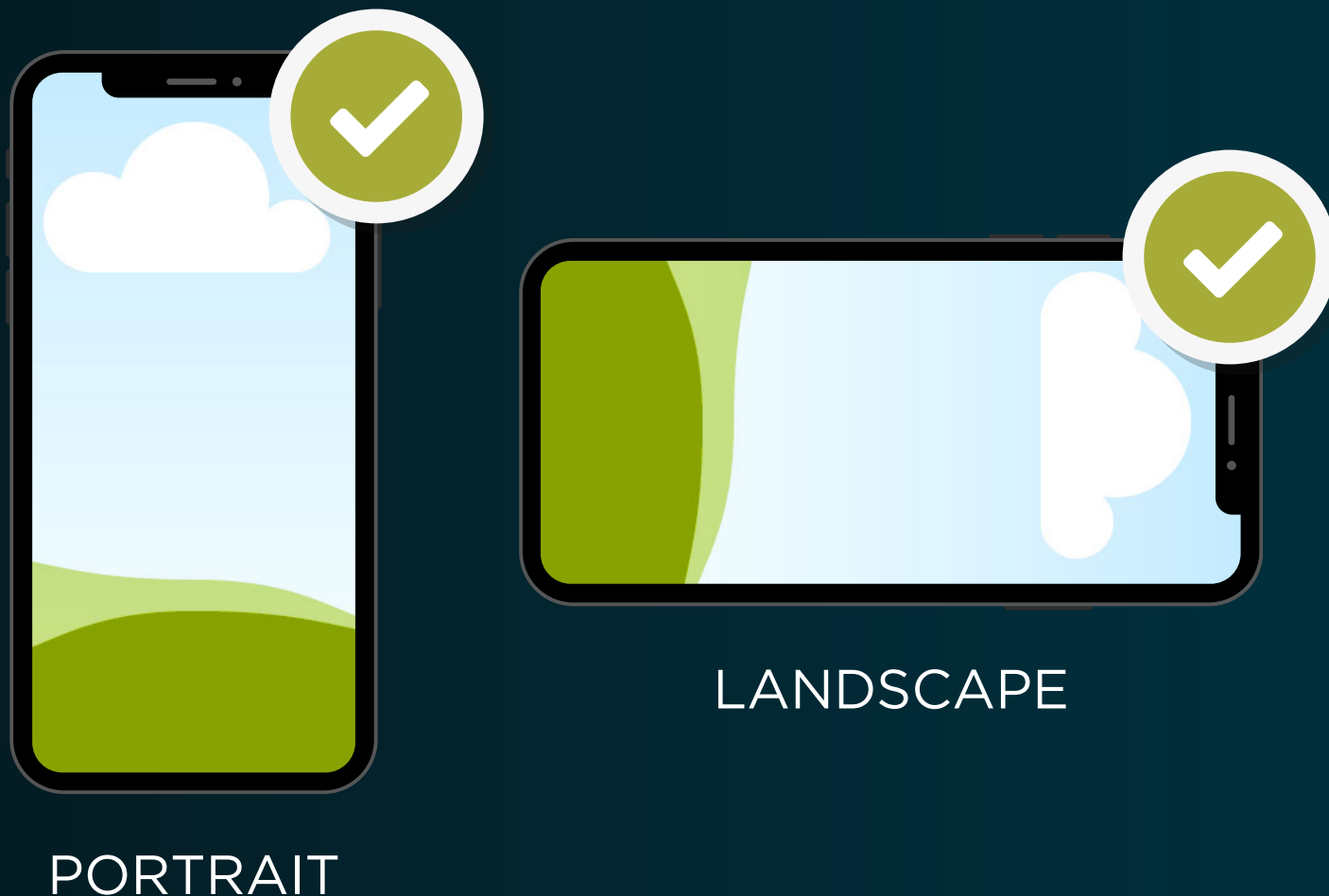


Residents are engaged in an activity

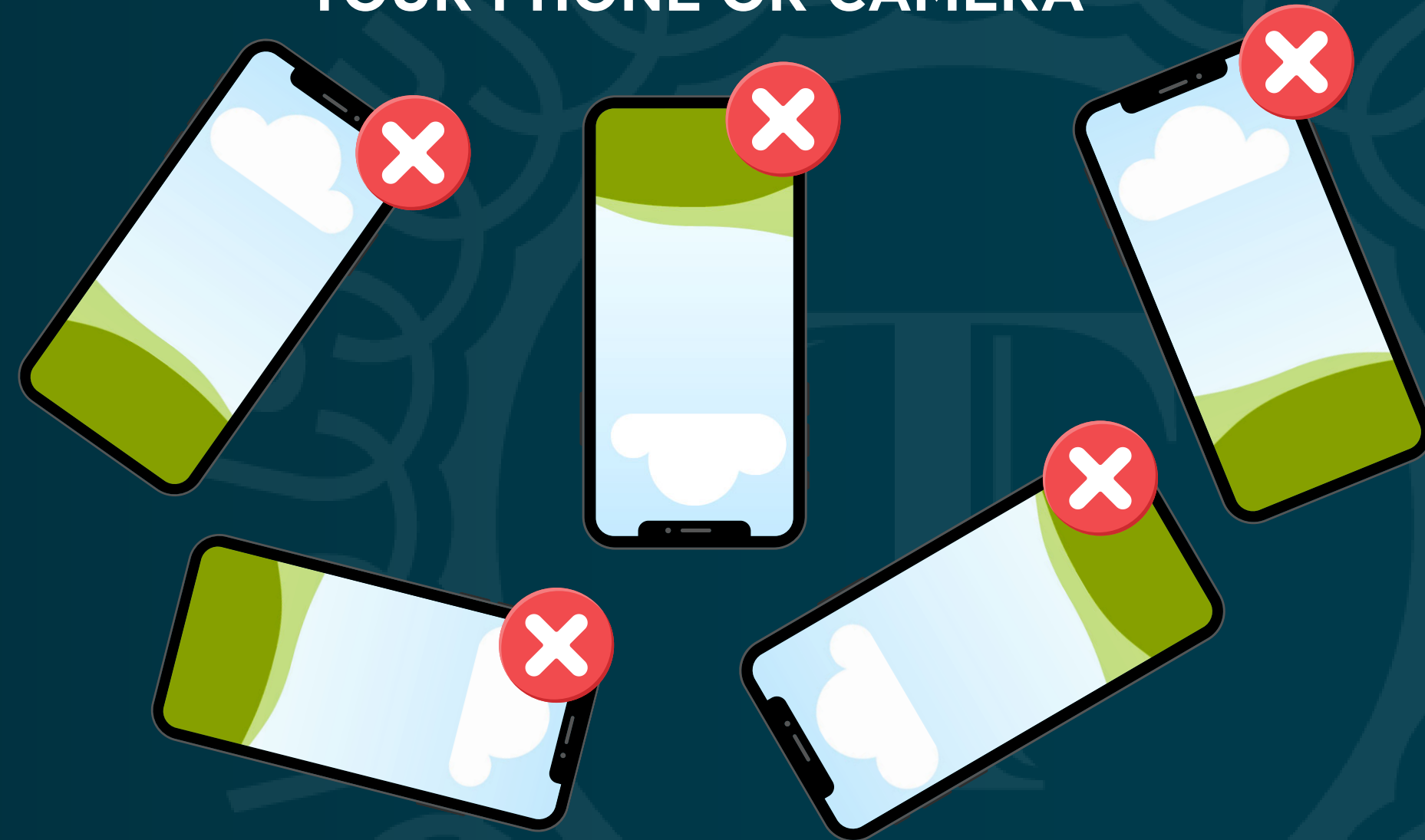
TAKING PHOTOS FOR SOCIAL MEDIA

- Use a smartphone or digital camera to capture high-resolution images.
- While taking photos, avoid making sudden movements to prevent blurry images.
- When taking photos or videos, hold your phone in landscape (holding horizontally) or portrait (holding vertically) mode.

CORRECT WAY TO HOLD YOUR PHONE OR CAMERA



INCORRECT WAY TO HOLD YOUR PHONE OR CAMERA



SUBMISSION CHECKLIST

Before sending your social media posts to Canopy & Vine, make sure your email check all of the boxes.

- ☒ Community name is in the subject line.
- ☒ Photos are not blurry and are attached to the email.
- ☒ Caption is included in the email.