

#LoveThisCareerLTC -- Summer Social Media Contest Rules

Create a TikTok-style video that shares what you love about your job and the satisfaction you get from working in an organization that helps older adults or people with disabilities! **Cash prizes of up to \$1,000 will be awarded to the best entries that follow these rules:**

Who Can Enter:

- You must be a member of the staff of a LeadingAge New York and/or Adult Day Health Care Council member organization when you enter. You must also work in aging or disability services when prizes are awarded to win. If your organization is promoting this contest, it is a LeadingAge New York member.
- You can work in any department, in any position, to enter and win.

How to Enter:

- Publicly post your video on your **personal social media account(s)**; e.g., TikTok, Facebook, Instagram.
- Include the contest hashtag: **#LoveThisCareerLTC**. You may also include additional hashtags, like: #CareersInAging; #CaringForSeniors; #WhyIWorkLongTermCare
- Submit a link to your video, along with your name and contact information here: <https://bit.ly/3xtoqcn>
- All submissions must be received by LeadingAge NY at the link (<https://bit.ly/3xtoqcn>) **by 11:59 pm on October 15, 2022. – Contest deadline extended to October 31, 2022.**
- You may submit multiple videos. There is no limit on number of entries per contestant.

Video Content:

- **Ideas for your video:** Describe your career path, a meaningful resident interaction, something that made your day or reminded you why you love your work, etc.
- Videos with resident/patient information or their images or audio recordings and videos that are filmed on your organization's property must be in compliance with your organization's social media policy, and approved by the person specified by your organization, before posting and submission.
- Organization approval is not required for videos that are filmed offsite, and without resident or patient images, audio recordings, or information.
- Please don't identify your employer. We're looking for entries about long-term care careers generally, not a specific organization.
- Be creative! Use popular TikTok trends, get the most views, likes and shares!
- Videos that use epithets that target individuals or groups, that use hate speech, or that violate resident/patient privacy or dignity, will be disqualified.
- **Please don't work on your video while on the job or during a shift, unless your supervisor approves.**
- LeadingAge NY and ADHCC reserve the right to share, save, or post contest submissions in their social media and other publications. Credit will be given to content creators.

Awards:

- Prizes of up to \$1,000 will be awarded (if more than one person creates a single video, the prize must be divided among the creators).
- Prize categories: Best Overall, Most Heartwarming, Best Storytelling, Best Use of Humor, Most Creative/Best Use of Popular Video/Audio Trends
- A committee of outside experts will select the winners. **Winners will be notified by November 30, 2022.**