

LEADINGAGE NY SUMMER SOCIAL MEDIA CONTEST -- #LoveThisCareerLTC

July 15 – Oct. 15, 2022

Spreading Enthusiasm for LTC Careers: How can we engage our existing workforce to help us attract more people to the field of long-term care? Social media platforms can be incredibly impactful in shifting narratives and public perception of any given sector. We can use these tools in an organic, un-manufactured way, to highlight the fulfilling and rewarding careers in long-term care!

LeadingAge NY is hosting a **“#LoveThisCareerLTC” Summer Social Media Contest** which will offer cash prizes to our members’ staff who create content aimed at inspiring others to pursue long-term care careers by sharing their experiences and impressions.

We encourage our members to promote the contest widely among their staff. Empower them to share their passion for their work by creating their own social media content aimed at highlighting the rewarding and fulfilling aspects of LTC careers and encouraging other caregiving-natured individuals to join them. Releasing the reins and leveraging their creativity to tell their stories with this goal in mind can be a powerful way to influence public perception.

Over the last several years, TikToks and Instagram Reels (1-3 minute videos) have become a new staple in social media, attracting the attention of millions. These videos are fun for the content creator and observer alike, and can be effective in communicating a message in an easy and digestible way.

These Guidelines are intended for organization leaders. They are accompanied by a flyer with Contest Rules for contestants. Members are encouraged to distribute the flyer digitally and to post them in their offices and facilities.

Contest Guidelines and Requirements:

1. In order to be entered to win, staff must **publicly post** their videos to Instagram, Tik Tok, and/or Facebook between **July 15, 2022 and October 15, 2022**.
 - Videos must be posted on a staff member’s **personal social media account(s)**.
 - If a member organization would like to post the entries to the organization’s professional accounts as well, that should be done secondarily.
2. The video post must include the contest hashtag: **#LoveThisCareerLTC**.
 - Submissions may use multiple hashtags.
 - *Additional* hashtag suggestions include: #CareersInAging; #CaringForSeniors; #WhyIWorkLongTermCare
3. To ensure a contest submission is considered, staff must submit a link to their content creation, along with their name and contact information here: <https://bit.ly/3xtoqcn>
4. Prizes will be awarded to winners of the following categories:
 - Best Overall (video with substantial likes, comments, or shares; captures the spirit of contest as dictated above and inspires the viewer) – highest prize
 - Most Heartwarming
 - Best Storytelling
 - Best in Humor
 - Most Creative/Best Use of Popular Video/Audio Trends.
5. **Videos must not be created during work hours or during a shift, unless the supervisor authorizes it.**

6. Videos must **not** be organization-specific, name the organization/employer, or be aimed at recruiting for any identified organization.
 - *The goal is to build a positive narrative around long-term care jobs. By keeping things more general, we will protect residents/patients, organizations, and peers from unintended outcomes.*
7. Videos with images or recordings of residents/patients or resident/patient information are subject to the following requirements:
 - **Videos with resident/patient information or resident/patient images or audio recordings are not permitted, unless they are in compliance with the member organization's policies on resident/patient consent and the inclusion of residents/patients in media and social media.**
 - If a video includes images or audio recordings of a resident/patient, or references a resident's/patient's personal experience, staff must receive approval from the executive designated by the organization before posting and submitting their video.
 - If videos are filmed in an organization's building or on campus, staff must receive approval from the executive designated by the organization before posting and submitting their video.
 - **Organizations should insert the name of the person charged with approving videos that contain resident/patient images, audio, or information or are filmed on organization property in the designated space on the "Contest Rules" page of the flyer.**
 - If videos are filmed off-campus or outside of organization, without the use of resident/patient images or audio recordings, or direct-reference to specific residents/patients, authorization or approval by the organization is not necessary.
8. Staff may submit multiple videos for consideration. There is no limit on number of entries per individual contestant.
9. Compliance with all of the above contest guidelines is required for contest consideration.
10. LeadingAge NY reserves the right to share, save, or post contest submissions on LeadingAge NY social media or other publications. Credit will be given to staff content creators.

Eligibility:

- Entrants must be members of the staff in a LeadingAge New York and/or Adult Day Health Care Council member organization at the time of their submission and must work in aging or disability services at the time of award to win.
- Staff in all types of long-term/post-acute care or aging services providers, in all departments, and in all titles are eligible to participate.

Prizes:

- Prizes of up-to \$1,000 will be awarded.
- Prize amounts remain the same regardless of the number of staff involved in a video submission.
 - *If a group of workers creates and submits a video together and wins a prize, that prize amount must be divided among the video contributors.*

How-To:

1. Share and post the attached flyer with your staff and encourage them to tell their story on social media!
2. Designate an executive to approve videos with resident/patient images, audio, or information or that are filmed on organization property and insert their name in the designated space on the "Contest Rules" page of the flyer.

3. Encourage staff to get creative and empower them to be a part of attracting more people to this field.
4. Have staff post their content creations publicly, on their personal accounts, and submit their post for the contest here: <https://bit.ly/3xtoqcn>
5. Additional questions around the contest and its requirements may be directed to Sarah Daly at sdaly@leadingageny.org.

Ideas and Inspiration for Videos (without identifying residents or organization):

- Show your career path or development, how and *why* you landed in your current role
- Meaningful and heartwarming resident/patient interactions
- Something that made your day and reminded you why you love your work
- Why long-term care staff love their jobs, and why they do it despite the challenges
- How your job can be empowering; positive impacts on daily lives of residents/patients
- Use popular audio/video trends to bring attention to the long-term care/aging services sector
- Direct and to-the-point: “Come work with us” type videos; “we need your help to care for older adults!”
- The not-for-profit difference in the world of aging services
- Heartwarming example: <https://vm.tiktok.com/ZTdU8YY4c/>
- Humor Example: <https://vm.tiktok.com/ZTdURA7mE/>
- Popular Audio Trend Example **explicit**: <https://vm.tiktok.com/TTPdURAoWt/>

Selection Process and Timing:

- All submissions must be received by LeadingAge NY at the link (<https://bit.ly/3xtoqcn>) by 11:59 pm on October 15, 2022.
- A committee of individuals with experience in long-term care, employee recruitment, and/or communications will select the winners.
- Winners will be selected and notified by November 30, 2022. The member organization of the winners will be notified as well.

Additional Considerations:

- Unprofessional practices, such as profanity or exclaiming, can be very impactful in these types of videos, although it may be shocking to some viewers and otherwise not encouraged in a work environment. Use of certain profanities is permissible, but should be done with careful consideration. However, videos that use epithets that target individuals or groups or hate speech will be disqualified.
- Members should aim to empower staff to tell their own stories and not be too restrictive with content. Authentic posts will gain more views, likes, and shares. The more restrictive we are with what we allow staff to post, the less of an impact our contest and campaign will have.
- Resident/patient dignity, privacy and HIPAA requirements must be respected by contest entries and their member organizations.