

[Place your logo here]

# Social Media Plan

# How to Use This Social Media Plan Template

- 1. Set Your Social Media Goals:** Begin by establishing your goals. Make sure they are SMART goals (Specific, Measurable, Attainable, Relevant, and Timely). Examples:
  - Increase leads for independent living by X% in Q1.
  - Grow brand awareness for our home health care services by increasing engagement on Facebook posts by X% in 60 days.
- 2. Insert Your Goals:** Add each goal into the designated section of the template. This structure helps keep your social media content aligned with specific objectives. Duplicate the section as needed, based on the number of goals you're working toward.
- 3. Build Out the Content Plan:** For each goal, fill in the following details:
  - Campaign Name
  - Date to Post
  - Caption
  - Image
  - Initials for Approval
  - Mark as Scheduled once it's been scheduled
- 4. Create the Calendar View:** Use the final sheet to map out your posts in a calendar format. Color-code by goal so you can easily visualize the content cadence and ensure balanced coverage throughout the month.

*You're all set! Simply follow the instructional notes on each sheet to stay on track - and start posting with purpose.*

# Goal 1 -

# Channel(s):


Example

Insert Image

**4/11/25**

**Recruitment Marketing**

With record numbers of people making career shifts, competition for talent is fierce. Therefore, shift the way you think about recruitment. Invest in a recruitment marketing strategy that shows your authentic company personality and culture.



“Recruiting today is not about the individual jobs, but more about your company’s culture, especially in industries like health care and senior living.”

- Melissa, Senior Strategist & Coach

**JHB**

**SCHEDULED**

Insert Image

Insert Image

# Goal 2 -

# Channel(s):

Example


Insert Image

4/30/25

Marketing Tools

HubSpot's new HIPAA-compliant CRM is purpose-built for secure, seamless collaboration across care teams – ideal for senior living and healthcare organizations.

- ✓ Encrypted data access
- ✓ Role-based restrictions
- ✓ Audit logs & secure transfer protocols



The graphic features the HubSpot logo with 'HIPAA-Compliant' underneath. Below the logo is a red button that says 'Secure collaboration starts here' and a circular seal that says 'HIPAA COMPLIANT'.

JHB

SCHEDULED

Insert Image

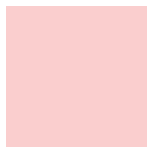
Insert Image

# Tactical Execution

# GOALS - COLOR CODING



Goal 1:



Goal 2:



Goal 3:



Goal 4:

# GOALS - SCHEDULING VIEW

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

*\*Color code according to the goal posted that day*

# NOTES

## **Need expert guidance on your social media or other promotional strategies?**

At Marketing Essentials, we bring 25+ years of senior living expertise to help communities like yours craft strategic marketing campaigns that support occupancy goals across the full continuum of care. Let's partner to make your next campaign a success!

**Contact Us Today** 