

#myadhccstory

What is your Story?

**ADHCC Celebrates 2019 National Adult Day
Services Week, Sept. 15-21.**

#myadhccstory #ADSweek2019

Social Media Campaign

Celebrating National Adult Day Services Week

September 15-21, 2019

#myadhccstory – What do you love about adult day health care? What is your ADHC story?

National Adult Day Services Week provides a terrific opportunity to showcase the services and programs provided to meet the needs and enhance the lives of participants through adult day services.

During the month of September and National Adult Day Services Week, ADHCC, its members and their staff will be taking to social media to celebrate and create more awareness about adult day health care.

Join ADHCC's social media campaign by sharing photos or videos on your favorite social media platform to show what you love about ADHC and how adult day health care programs play an important role in our lives and communities.

We will be using the pictured #myadhccstory and #ADSweek2019 hashtags and template for posting. Personalize your template and let us know why you love ADHC and how your registrants have found a home at your program. We encourage ADHC programs to make this a staff activity and post both as a program and as individuals to create as much exposure as possible for ADHC.

Where to begin:

First, print the **sample templates** below and **add your program logo** to the bottom of the template. The template is also attached to this email and on the website at www.adhcc.org.

Next, create your own content: (use a thick sharpie and handwrite it!)

Our goal is to both **educate** people about ADHC and **celebrate** and acknowledge the good that comes from our programs. Have fun and get as creative as you want. Focus on your coworkers, the registrants, the clinical work, recreation, the fun of it, or the sense of community and giving it provides. Tell us your story!



Here are some questions and examples to spark some ideas:

What do you love about your registrants?

How does ADHC help you, your registrants and their families?

What do you love most about your job?

What extraordinary services do you provide?

We want to hear your story!

Now the fun part...

Using your smartphone or camera, take a photo or video of yourself with your hashtag template and post throughout the entire month of September on some of your favorite social media platforms.

Include in your post:

The hashtags **#myadhccstory** and **#ADSweek2019** at the top of your post.

Include the text: **Celebrating National Adult Day Services Week 2019!**

Registrants and their families can join in the fun

Send a template home with your registrants so the registrant and family members can participate. Or you can ask for written permission for them to join in on a post you make during program.

IMPORTANT:

Make sure you do not include any protected health information in the back or foreground of the photos or video. Make sure you have a release for any registrants that may appear on social media in photos or videos. Do not post registrant's photos on your own social media account.

In addition to your individual and program posts, ADHCC will also promote your photos and videos on our website and social media during National Adult Services Week.

Enjoy! After you post, search the #myadhccstory #ADSweek2019 hashtags within Facebook, Instagram, etc. to view all the photos and videos posted for this campaign.

Still have questions? Contact Drue Pamadora at 518-867-8383 ext.130

You can help increase awareness about adult day health care!

Share your story today!

What are some recommendations on the best way to shoot a video?

- **Shorter is better** – Instagram and Vine limit you to anywhere from 6 –15 seconds for filming, so it is important that viewers should be able to watch quickly and digest your point.
- **Audio (video)** – The microphones in a smartphone are sensitive, so it's important to avoid any unwanted background noise. Use the employee lounge or a quiet room to record your video – ask that folks stop by on their break and meet in a quiet location. When you're viewing a video on Instagram, the sound is controlled by your device's volume setting. If your phone is set to silent, the video will play with no sound.
- **Use a white board** – Interested in creating a video without sound or with musical background? Consider using a white board and writing a word or a phrase that highlights the important elements of what your hospital provides to your community (e.g., “Makes people smile” or “Provides access to rural America”). If you'd rather use music as your audio, check out apps such as Flipagram where you can pull from existing images to create video and overlay audio tracks.
- **Focus** – Have a tripod available? Use it. Steady, balanced shots can make a huge difference for any video captured through a smartphone. If you don't have a tripod, balance or lean against something firm for support.
- **Frame** – Consider the position and angle where you're taking the shot from, as well as where the subject sits within the frame. Vine and Instagram offer users a square crop, so it's worth considering with every shot.

Please follow your facility's media and video release procedure and operate in accordance with HIPAA guidelines.

#ADSweek2019



Self Portrait
#myadhcstory

