


MARCH FORTH together




Social Media Toolkit




It's time to raise resident voices and make sure they're heard! During **Social Media Week March 21-25**, we are encouraging residents and family members to speak about understaffing.

 Create a video of a resident in a nursing home explaining in their own words - **What does it mean when there aren't enough staff?** [See a sample of a resident clip here.](#)

 Post the video to your social media on **Thursday, March 24th** for our **Social Media Storm** with **#UnderstaffingisNeglect** and **#MarchForthwithResidents**

 Tag [@consumervoices](#) on Twitter and [@theconsumervoice](#) on Facebook.

 Amplify other voices by retweeting and reposting other posts with those hashtags.

How to participate in the Twitter Storm on Thursday, March 24th:

 **The louder our voices, the stronger our advocacy!**

1. Log onto Twitter and post a video of a nursing home resident speaking about how understaffing affects them or post a video of yourself. If you don't have a video, use our [graphics](#) and copy and paste one of our [sample tweets](#).
2. Include the hashtags **#UnderstaffingisNeglect** and **#MarchForthwithResidents**
3. Tag us! [@ConsumerVoices](#)
4. Search our hashtags on Twitter and retweet others to amplify their voices!

Don't have a Twitter account?

1. Sign up for Twitter - it's easy, here are [instructions](#); or
2. On Facebook, tag us [@theconsumervoice](#) and use the same hashtags!

Share this message with your friends and family!

Graphics

Click the link below to download these graphics; right-click the image to save them to your desktop. Then, upload the graphics to include them in a social media post.

Graphic #1



On February 28, 2022, the Biden Administration announced it would be implementing new nursing home reforms including the creation of a minimum staffing standard in nursing homes, accountability for poor performing nursing homes, increased transparency around ownership and finances, and support for direct care staff.

These reforms are critical and desperately needed to address the inadequate conditions that many residents face in their day to day lives.

#MarchForthWithResidents
#UnderstaffingIsNeglect

www.theconsumervoicce.org

[Click here to download](#)

Graphic #2



Throughout the month of March, join me in taking action to support better nursing home policies and ensure meaningful change in the lives of nursing home residents.

#MarchForthWithResidents
#UnderstaffingIsNeglect

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[Click here to download](#)

Sample Tweets:



Copy and paste these tweets:

A minimum nursing home staffing standard will ensure that nursing home residents get the care they deserve. Nursing home residents deserve good care and good quality of life! #UnderstaffingisNeglect #MarchForthwithResidents @ConsumerVoices

"Staffing is worse than the pandemic itself." Nursing home residents know how essential adequate staffing is to their daily lives. <https://youtu.be/O1T2sLLG1sY> #UnderstaffingisNeglect #MarchForthwithResidents @ConsumerVoices

Inadequate staffing has plagued nursing homes for decades. New reforms from @POTUS will increase positive health outcomes for current and future nursing home residents. But most importantly, they will save lives. #UnderstaffingisNeglect #MarchforthwithResidents @ConsumerVoices

What's happening in nursing homes is awful. Nursing home residents pay the true price of inadequate staffing. Check out this @ConsumerVoices report: <https://bit.ly/37DCmpF> #UnderstaffingisNeglect #MarchForthwithResidents

Or personalize your tweet like the examples below:

This is my mother, Jane. She was born in 1928 and raised four children. She's suffered from pressure ulcers because there aren't enough staff to reposition her. She deserves better! #UnderstaffingisNeglect #MarchForthwithResidents @ConsumerVoices

(Include family member's image)

My uncle always tells it like it is. Listen to his description of what it's like in his nursing home without enough staff. #UnderstaffingisNeglect #MarchForthwithResidents @ConsumerVoices

(Include family member's video talking about staffing)

We need more, better trained staff in nursing homes. I support the Biden Administration's reforms because I want to make sure I get could care if I end up in a nursing home. #UnderstaffingisNeglect #MarchForthwithResidents @ConsumerVoices

(Include video of yourself talking about staffing)