

Centre Care + Penn State

Everyone has a story to tell



CentreCare
REHABILITATION AND WELLNESS SERVICES

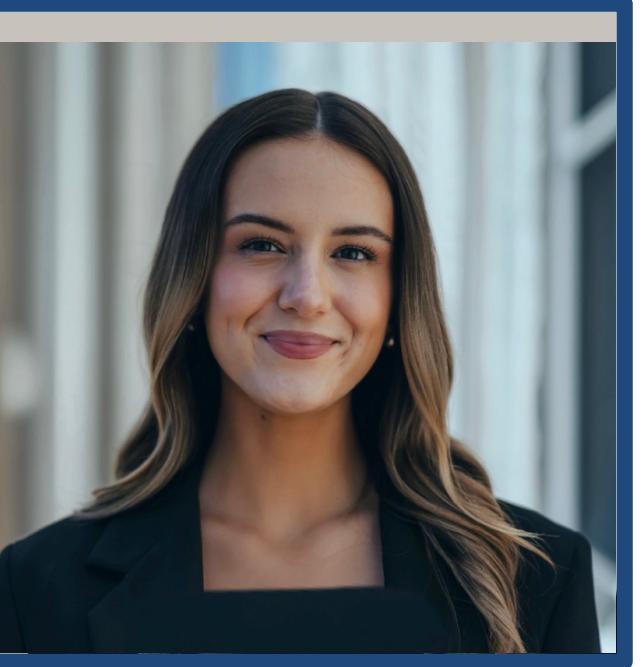
A Nonprofit Skilled Nursing Care Community



Our team



Emily Eng
Public Relations



Abby Gagnon
Telecommunications



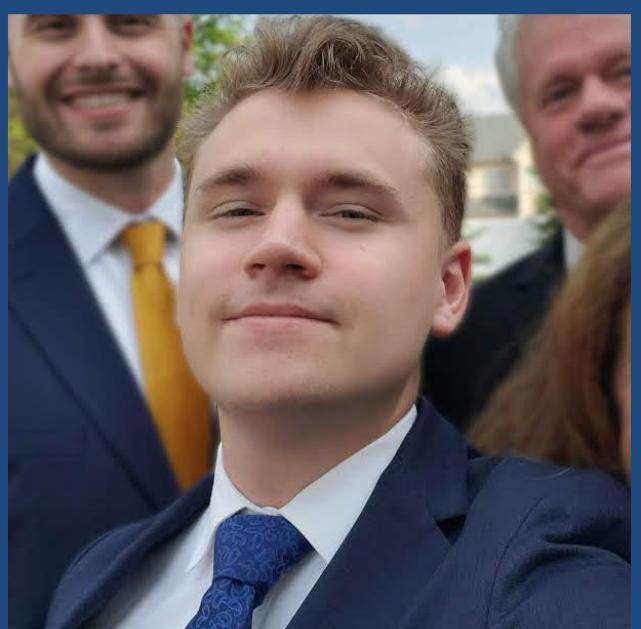
Amanda Iacona
Telecommunications



Troy Mostoller
Telecommunications



Jules Portnoy
Telecommunications



Scott Stranix
Telecommunications

Introduction - Who We Are

Our mission is to help Centre Care expand its brand message of being the heart of Centre County.

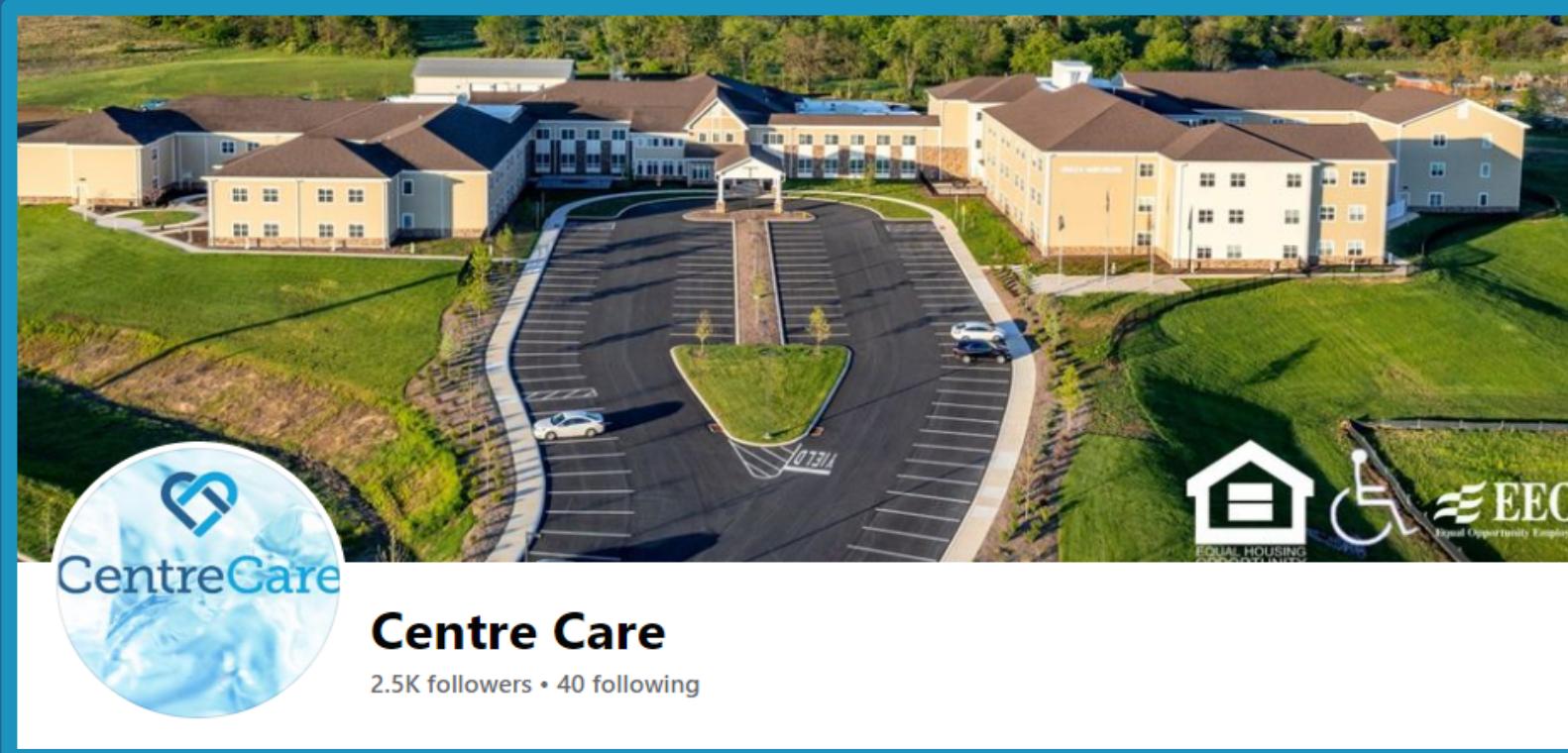
We aim to reach potential residents and staff through social media and brand content.



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Project Background: Centre Care's Social Media



Current Social Media

Currently, there are two active social media platforms:

1. Facebook
2. TikTok

Centre Care's Outreach

1. Clientele
2. Staffing
3. Advocacy

Where We're Heading

- Increase activeness on other platforms like TikTok, LinkedIn, & Instagram
- Create awareness to prospective staff



Let's keep going.

Facebook:

- Great posting schedule, let us bring the production value to your excellent events!

Instagram:

- Bring CentreCare to your untapped audience.

TikTok:

- Teens and young adults care about their grandparents too!



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Our Content Plan - 4 Deliverables

1 Resident Recruitment Website Video

- **Focus:** highlight current residents & why they love being a resident at Centre Care
- **Goal:** emphasize the caring and kind home Centre Care provides
- **Audience:** elders in need of care and their families

Details:

- Designed for homepage of website
- 1-2 Minutes
- Clips for Facebook and Instagram

1 Staff Recruitment Website Video

- **Focus:** highlight current staff & why they enjoy working at Centre Care
- **Goal:** emphasize Centre Care's commitment to its employees and strong community
- **Audience:** nurses, medical assistants, medical students

Details:

- Designed for “Join our Team” tab of website
- 1-2 Minutes
- Clips for Facebook and Instagram

2-3 TikToks & 1 TikTok Template

- **Focus:** engage with current TikTok trends and popular themes
- **Goal:** Show Centre Care's community, increase content on TikTok and provide guidelines for future TikTok content
- **Audience:** HS students + Millennial professionals

Content ideas:

- Day in the life of resident/staff
- Cook/Get Ready with staff/ resident
- Pass the phone to...

Future Impact



Website Videos

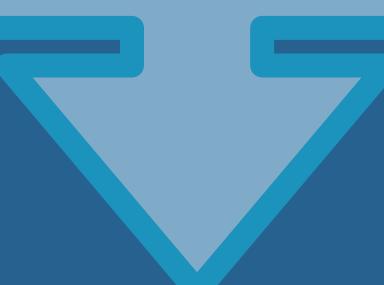
The videos will be a modern, detailed, and personal account on what it is like to live/work at Centre Care.

These videos will be an ongoing reference point and testimony for viewers moving forward.

TikToks and Social Media

The TikTok template will allow and assist anyone on Centre Care's team to create future posts.

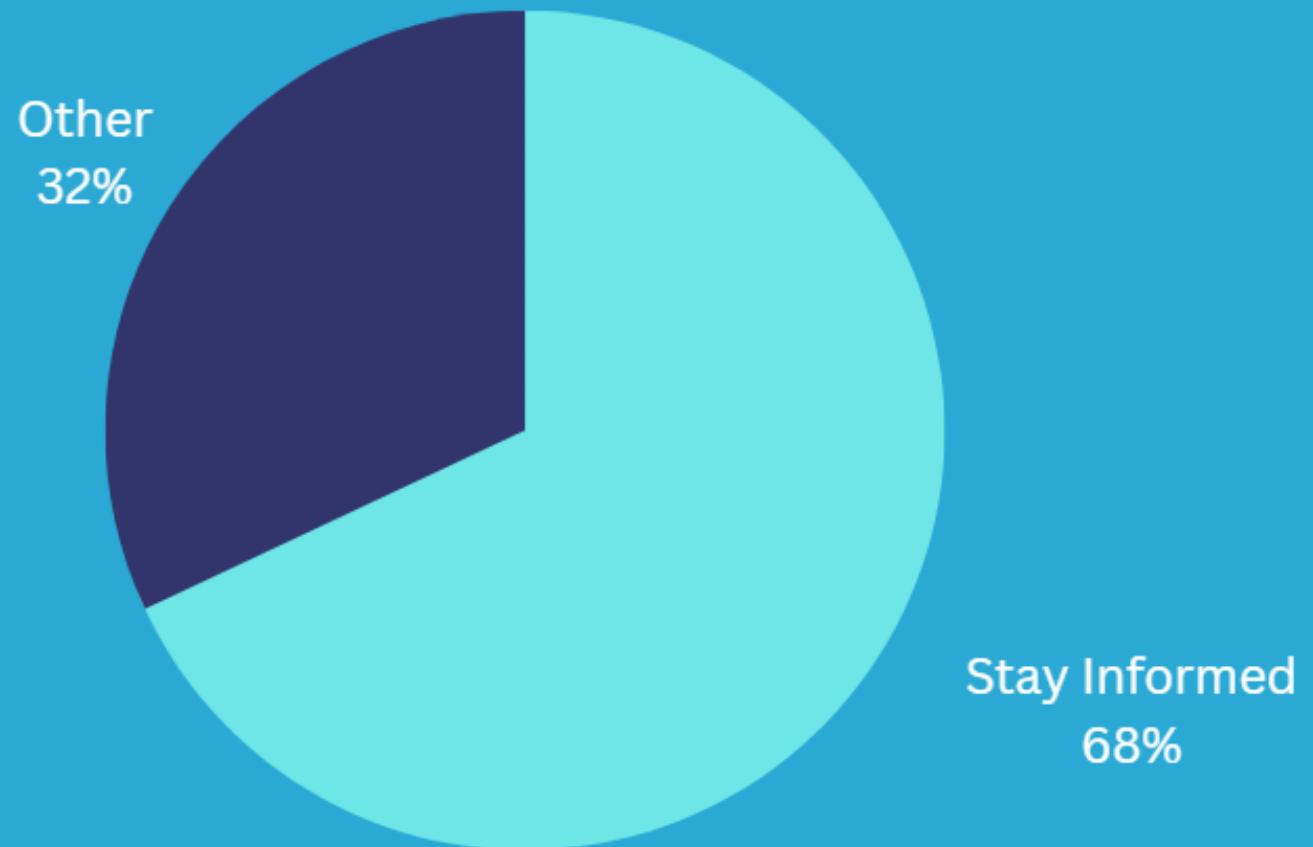
While the clips and sample posts on Facebook, Instagram, and TikTok will increase traffic for upcoming content.



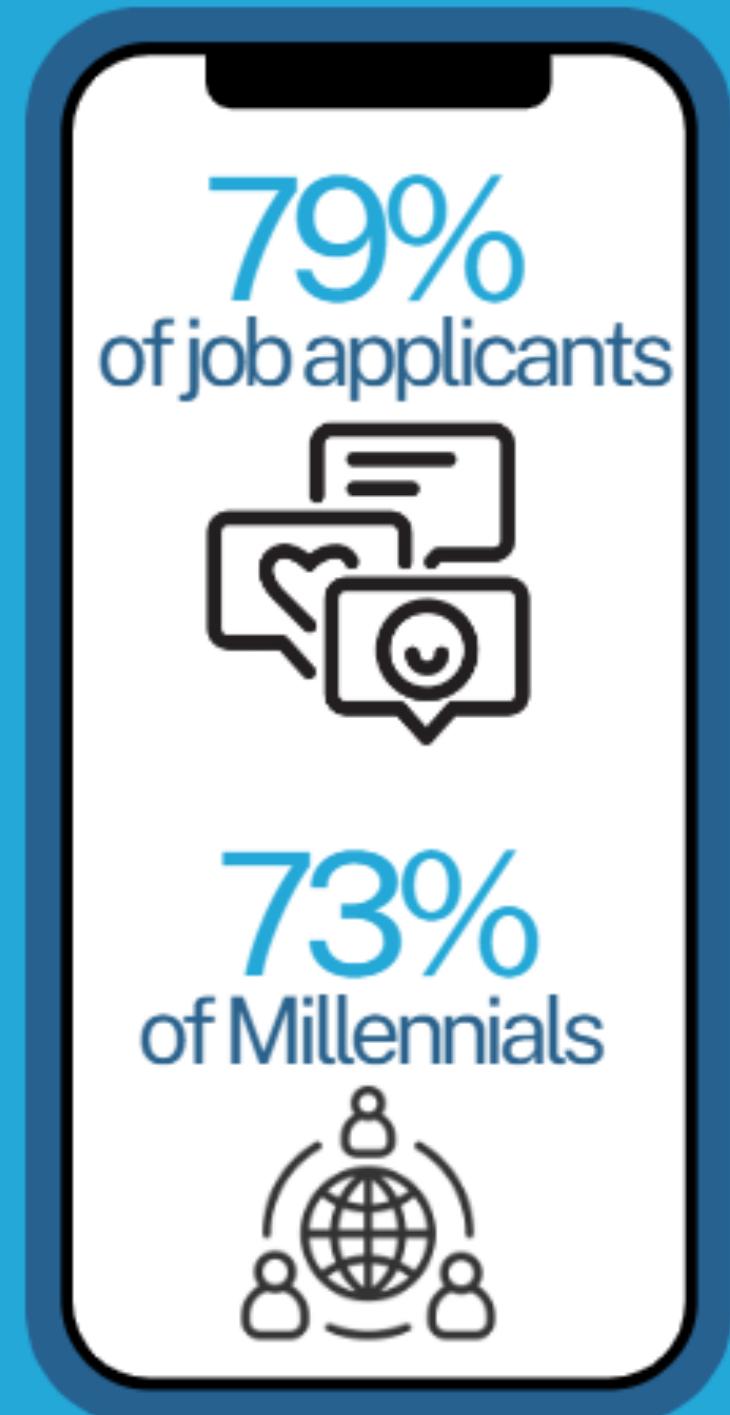
Strengths of a Digital Approach

Resident Recruitment

Why Consumers Follow Brands



Staff Recruitment



TikTok

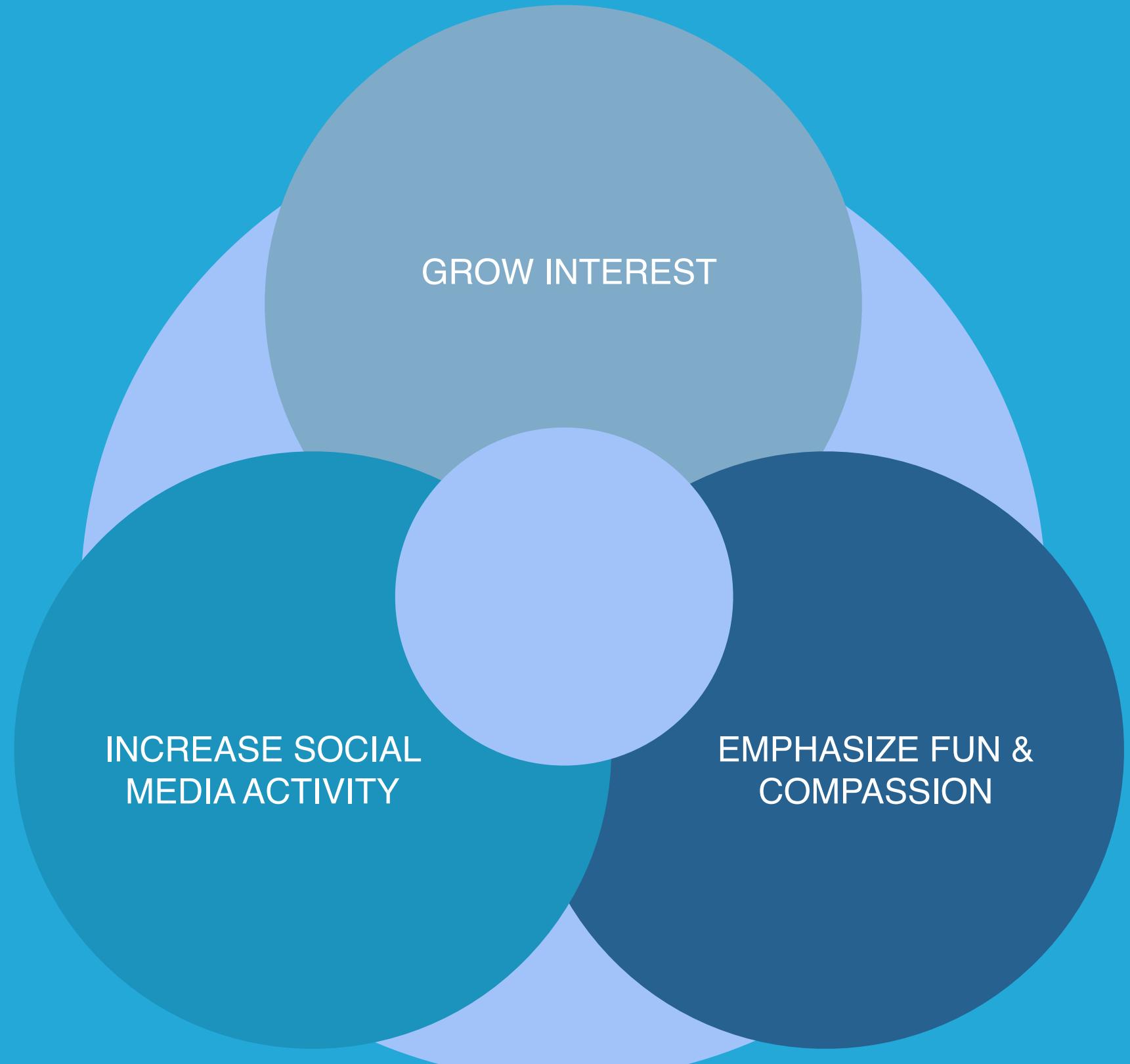


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Our Vision



01.

GROW INTEREST

- To help increase growth and interest to potential staffing and clients through social media output.

02.

INCREASE SOCIAL ACTIVITY

- To help guide the Centre Care team in their transitioning to creating more branding through social media.

03.

EMPHASIZE FUN & COMPASSION

- To further emphasize the great qualities and amenities of Centre Care through our products.



What Makes Us Different?

Multi-Platform Content Creation

- We are using a combination of both social media and website video content
- This decision to create and distribute content on multiple platforms will emphasize the story we are telling about Centre Care



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Thank you! Questions?



Sources

Resident Recruitment

- **68%** of consumers follow brands on social to stay informed about new products or services ([2023 Sprout Social Index](#))

Staff Recruitment

- **79%** of job applicants use social media in their job search ([Glassdoor](#))
- **73%** of millennials (18-34 age group) found their last position through a social media platform ([CareerProfiles](#))
- In 2022, one third of LinkedIn users held a bachelor degree or equivalent ([Statista](#))

TikTok

- Users are on TikTok for an average of **1.5 hours** every single day ([SensorTower](#))
- 31% of TikTok's audience are in the **25 to 34-year-old** age group ([Statista](#))
- 78% of TikTok users are there to find funny or entertaining content, while 35.1% use TikTok to follow or research brands ([Hootsuite](#))

