

Personal Brand Starter Guide

Why Personal Branding Matters

- People trust people more than logos.
- Assisted living is deeply personal — families want to see the faces behind the care.
- Staff voices build credibility and trust before a tour even happens.

Profile Basics

Professional photo

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Clear Headline

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About Section

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Link your business

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How to Support Each Other

Engage with your team!

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Encourage each other

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Celebrate wins

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Content Ideas

Share a story: a moment that shows why your work matters.

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Highlight small wins

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Comment on posts from your company or teammates

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Tone & Voice

Keep it authentic (be yourself, not corporate).

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Be positive, encouraging, and professional.

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Think: “If a family member read this, would they feel comforted and connected?”

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Quick Prompts to Get Started

- “The best part of my day was...”
- “One thing families might not know about our team is...”
- “Here’s how we made a resident smile today...”
- “I love working in assisted living because...”

One-Week Challenge

Day 1: Update your profile picture + bio. ☐

Day 2: Write one sentence about why you do what you do. ☐

Day 3: Share a photo that shows your workplace in action. ☐

Day 4: Comment on 3 teammates’ posts. ☐

Day 5: Post your first story using a prompt above. ☐

Day 6: Comment on 3 strangers’ posts ☐

Day 7: Treat yourself! Check out your insights and celebrate! ☐

Remember

Your voice matters. Families trust YOU more than they trust ads. Every story you share adds another layer of trust to your facility’s brand.

