

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

Clear Headline

About Section

Link your business

How to Support Each Other

Engage with your team!

Encourage each other

Celebrate wins

Content Ideas

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

Highlight small wins

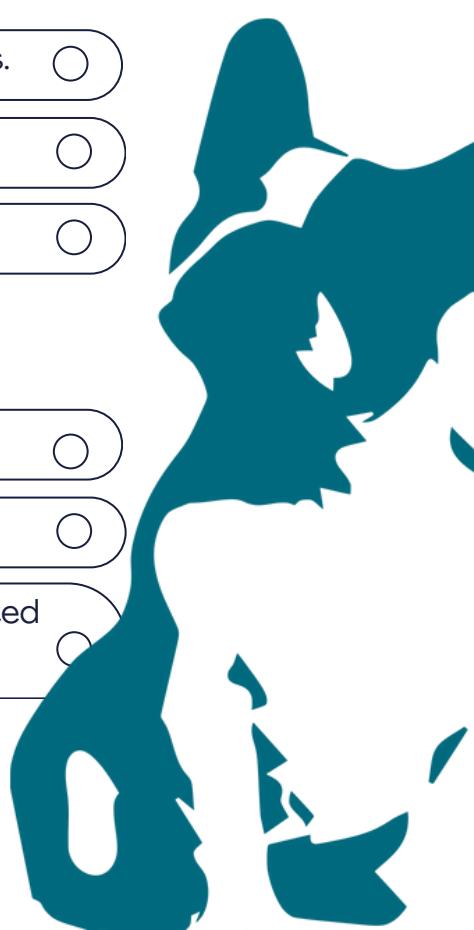
Comment on posts from your company or teammates

Tone & Voice

Keep it authentic (be yourself, not corporate).

Be positive, encouraging, and professional.

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.

