



How to Post on the Awards Weekend Social Wall

The virtual Awards Weekend is on the horizon! Get ready to *show love* to your colleagues.

What to post

Photos, videos, and heartfelt messages for:

- National Heroes of the Year
- Years of Service awardees
- Excellence Awards nominees and awardees
- Top Dove office team awardees

Where to post

- Instagram
- Twitter

To be sensitive of our field staff who do not attend this event, we ask that content be posted on **personal accounts only**—not on any BAYADA social properties. For content to post on office pages, please reshare content posted on the Enterprise (BAYADA Home Health Care) pages.



How to post

1. Ensure that you are posting publicly, as only public Instagram and Twitter posts will appear on the Awards Weekend social wall. Follow these steps below to check profile privacy settings.
 - a. **Instagram:** Navigate to your profile by clicking on the person icon on the bottom right. Click on the three lines ellipsis on the top-right corner of your screen and select the *Settings* option that appears in the bottom-right corner. Click *Privacy* and then *Account Privacy*. If your profile is set to private, temporarily change the setting to public and proceed with posting.
 - b. **Twitter:** Click the three lines ellipsis on the top-left corner of your screen and select *Settings and privacy*. Click *Privacy and safety*. Check that the *Protect your Tweets* option is not on.
2. Post your photos, videos, or messages to your public account using **#awardsweekend**.
 - a. **Instagram:** Click on the plus arrow at the bottom-center of your screen and select the media you wish to share. If available, tag the person you are recognizing and be sure to include #awardsweekend.
 - b. **Twitter:** Click the plus feather icon on the bottom-left of your screen. Enter a message, tag the person you are recognizing if possible, include #awardsweekend, and add any media using the icons at the bottom. Click *Tweet*.



If you have any questions or issues, please email socialmedia@bayada.com.