CareScout®

General Agency Social Media Library

LTC Awareness Month

The number of caregivers in America has risen 45% over the past decade[1], with many balancing work, caregiving, and raising children. Choose from three ready-to-share social media posts designed to help producers spotlight this growing trend and show employers how they can support caregiving employees.

Ready-to-use social media posts designed to help you engage producers on impactful, timely topics. Each piece of content educates, sparks conversation, and supports sales — while positioning you as a trusted resource producers can rely on.

To post on social media:

1. **Click images and save to your computer.**
2. **Copy and paste text and upload with the corresponding image. For more detailed instructions — click here.**

[1] AARP and National Alliance for Caregiving, "Caregiving in the US," July 2025

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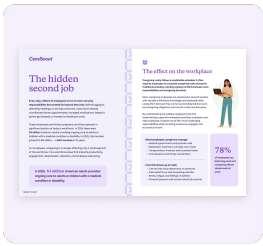
Option 1

The hidden second job

More than 63 million American adults are caregivers — many while balancing full-time jobs. The competing demands can increase stress and reduce productivity, but employer support can create a stronger, more engaged workforce. Read The hidden second job for impactful steps employers can take today.

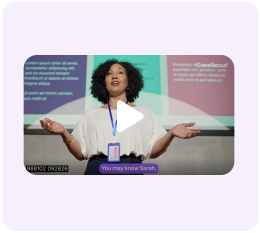


Option 2

Day in the life of a caregiver

Step into the day of a working caregiver and see what it takes to balance career, care, and everything in between.

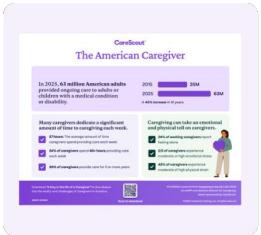
Explore the day in the life timeline or, for the full experience, watch the three-minute day in the life video story.



Option 3

The American caregiver

Caregiving in America is rising rapidly — and its impact is growing. Discover The American caregiver for key statistics shaping today's caregiving landscape.



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