

TOP 10 THOUGHTS TO CONSIDER ABOUT SOCIAL MEDIA

1. **Make sure you have a strategy.**

It's one thing to set up a Facebook business page, but it's another to have a plan in place for how you're going to use it. Posting items that are all about "you" will create a distance between you and those who "like" your page. Remember, it's supposed to be about conversation and engagement.

2. **Learn who your "likers" are.**

The best way to engage with those who are following your organization or community is to get to know who they are. The administrator of the page can do a bit of research and look at the profiles of those followers. Are they interested in the arts? Are they fans of the local college team? Knowing more about them helps you post items they're interested in and ultimately builds relationships.

3. **Ask your followers for their thoughts and ideas on various topics.**

If you only broadcast information through your posts, you're not encouraging conversation. Questions in most cases help elicit comments. They're more likely to stick with you if you value what they have to say, too.

4. **Share insights relevant to your followers' lives.**

Think of all the experts you have within your organization or community. Use their experience and knowledge to share with your followers. Perhaps a recipe from the chef or fitness tips from the wellness director. There should be plenty of information that's topical, timely and worthwhile to your followers. Sometimes comments don't even have to be about your community!

5. **Post events the public can attend.**

Use social media to let others know about events being held at your community. It could be anything from the Veterans' Day celebration to a prospecting event for new residents. Calendar listings can be very popular.

6. **Think visual.**

While reading a post is quick and easy, photos and videos draw much more attention. There's no better way to see and hear what's going on at your community than through the use of still images and video. Plus, if you can get a follower to "share" those photos and videos, it helps generate overall exposure to your content.

7. **Integrate social media with your other marketing plans.**

If you want to have people find you on Facebook, Twitter, YouTube, etc., you have to let them know you're there. That means using the icons on direct mail pieces, in your ads, and with links on your website.

8. **Use LinkedIn for professional networking.**

This site is the perfect place to share thoughts and ideas with others in your field. LinkedIn has a number of different groups where those in senior living can become engaged in conversations with others. Some groups are private; others are open to the general public. This is a great place to learn!

9. Measure for results.

You won't know how successful you are unless you measure for success. Set goals and timelines, and then begin to look at the metrics. Are you getting followers? Are the followers engaged? Are people going from Facebook to your website? Are comments received positive? Negative? These are all things you should be looking for and measuring.

10. Have fun with social media.

Using social media isn't a scary thing. It's about having conversations and building relationships. The field of senior living is about people. If you enjoy interaction and conversation, social media can be a big step toward creating more awareness for your community.