




Facebook: Management and Growth

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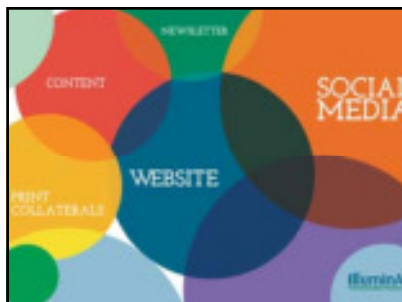


Questions & Logistics

- About 40 minutes
- Q & A at the end
- Type questions in your question panel anytime
- Email me for a copy of the presentation

"This is not your father's Facebook. It's your grandfather's."



Learning Objectives

- Management
- Promotion
- Interaction




Setting Goals

- *Target Audience*
 - Brand Awareness
 - Communication
 - Website Traffic
- Goals Drive Content!

Poll

- What type of content do you have?
 - My own blog articles
 - My own newsletter articles
 - My own photos
 - Recommended articles & resources from others.

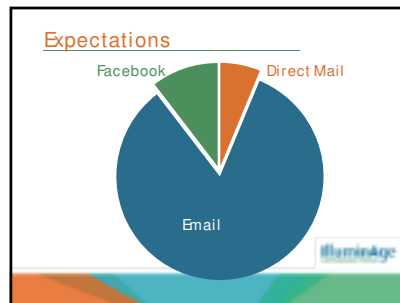


Learn from Others

- Same Audience
- Similar Community
- Competitors
- Friends

How are they doing?





Insights: What's Working

Target Audience

Posting with Gusto

- Timing
- Visuals
- Tagging
- Likeability
- Questions

Back to your website for more!

Visuals

Do You Know These People?

Be Someone I Like

Pose a Question?

- Don't make me think (too hard).
- Yes or No?
- One word...
- Stack the Deck!

Back to Your Website

Exponential Growth

Promotion

- Facebook Ads
- Boost Posts
- Alternatives

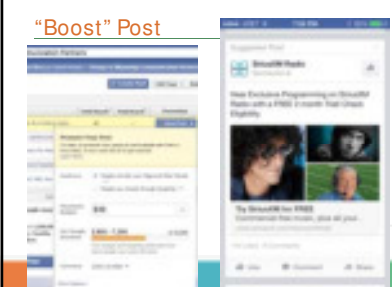


Facebook Ads

- Impressions / Clicks / Likes
- Highly Customizable (Complicated)
- Inexpensive....? \$10 per day



"Boost" Post




Alternatives to Advertising




It's Not All About You

- Recognize others
- Share/like from their pages
- Make friends with other page managers



MapleShire Ground Breaking (2 photos)

New Memory Care Unit in Mergentown

MapleShire Nursing and Rehab Center is undergoing a MAJOR RENOVATION to its building — 40 ADDITIONAL PRIVATE ROOMS AND 25,000 SQUARE FEET OF NEW SPACE. The addition includes a new Memory Care Unit for Alzheimer's and Dementia Residents. RV nursing homes are leading the way! — at MapleShire Nursing & Rehabilitation Center.



Content and Resources



SOCIAL MEDIA GALLERY

ADA'S SOCIAL MEDIA TOOLS
MAKES IT EASY TO PROMOTE OLDER AMERICANS MONTH!

Facebook Twitter



Perspective

"I don't think, though, there's anything more effective for a business than blogging."

-Social Media Consultant




Poll

Do you share content from your own website?

