Social Media for Lifelong Communities
Tools You Can Use
On the Menu…

- Welcome to The Big 3
- Who’s your Audience?
- What is Strong Content?
- Planning Your Content
- Show & Tell
- Platform Features & Help
- Q&A
Welcome to The Big 3

Facebook • Instagram • Twitter
Who’s Your Audience?

- Clients*
- Volunteers
- Partners
- General Public

- Donors
- Employees
- Vendors
- Friends & Family

*Anyone who’s a direct beneficiary of your programming
What is Strong Content?

Types of Content

- The 5 Ws
- Events & News
- Customer Service
- Partners
- Behind the Scenes

Is it...
- Relevant?
- Timely?
- Accurate?
- Helpful?
- A Good Fit?
Planning Your Content

The 5 Ws

What do we do?

Events & News

Sense of community

Customer Service

Frequently Asked Questions

Partners & Collaborators

What do we want to promote?

Behind the Scenes

If you only knew!
Planning Your Content

How often do we post?
Are images important?
Where do I get images and graphics?
Are hashtags useful?
When do I need permission?
Social Showcase 1

We've built a handy statewide list of local stores where Mainers can buy food including via curbside pick-up, & other services. Help us keep this list as up to date as possible by dropping us a note at me@aarp.org. Edits, additions, welcome!

See it here: http://spr.ly/6181122Vv


Liked by st.joeshealing and others

aarpme We've built a handy statewide list of local stores where Mainers can buy food including via curbside pick-up, & other services. Help us keep this list as up to date as possible by dropping us a note at me@aarp.org. Edits.
Social Showcase 2

Basics & Partners

Age-Friendly Sarasota is Painting the Town Orange with Neuro Challenge Foundation in honor of #ParkinsonsAwarenessMonth. Visit neurochallenge.org to view a schedule of virtual education, support, and therapeutic programs and to download their FREE Parkinson’s Resource Guide.

Senior Friendship Centers
Senior Home Companions of Florida
Seniors Blue Book of Sarasota, Manatee, and Charlotte
Meals on Wheels of Sarasota
Meals on Wheels PLUS of Manatee, Inc.
OLLI at Ringling College
Jewish Family & Community Services (JFCS)
JFCS of the Suncoast

#NeuroChallenge
#PaintTheTownOrange
#ParkinsonsAwarenessMonth
#ABetterApproachToParkinsons

Social Media for Lifelong Communities
April 30, 2020
Social Showcase 3

Volunteerism

Volunteers in 49 towns, 18 cities, and 2 counties in Maine have committed to making it easier, safer, and more enjoyable for older people to age in their community, which makes life better for everyone. With all of your combined work, 2020 will be the age-friendliest year yet! Augusta Age-Friendly Bar Harbor Age-Friendly Community Bethel Region Age-Friendly Community Initiative Age-Friendly Bowdoinham Age Friendly Caribou Fryeburg Age-Friendly Task Force Living Well in North Yarmouth OOB Community Friendly Connection - Oobcfc Age Friendly South Portland Age Friendly Portland Maine Age Friendly Raymond Age Friendly Saco Aging At Home Aging Well in Waterville Yarmouth Cares About Neighbors: YCAN
## Same, But Different

<table>
<thead>
<tr>
<th>Feature</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
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</thead>
<tbody>
<tr>
<td>Reach</td>
<td>Best for reaching your target audience</td>
<td>Good for reaching secondary audience</td>
<td>Good for reaching secondary audience</td>
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<tr>
<td>Text Length</td>
<td>Generous</td>
<td>Generous</td>
<td>Most limiting</td>
</tr>
<tr>
<td>Text/Image</td>
<td>Either/Both</td>
<td>Image is primary</td>
<td>Text is dominant</td>
</tr>
<tr>
<td>Automation</td>
<td>Yes to IG or T but not both</td>
<td>Best for All</td>
<td>Yes to FB</td>
</tr>
<tr>
<td>User Tagging</td>
<td>App only</td>
<td>User: App only Location: Cross-platform</td>
<td>App only</td>
</tr>
<tr>
<td>Hastags</td>
<td>Good</td>
<td>Strong</td>
<td>Strong</td>
</tr>
</tbody>
</table>

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April 30, 2020
Help is Here!
Help Centers aren’t the only spot.

- In-app Help
- Facebook for Business: Facebook Pages
  https://www.facebook.com/business/pages

- In-app Help
- Facebook for Business: Instagram Pages
  https://www.facebook.com/business/marketing/instagram

- In-app Help
- Twitter Help Center
Q&A

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Social Media for Lifelong Communities
April 30, 2020
Thank You!

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