Social Media
for Lifelong Communities
Tools You Can Use

Social Media for Lifelong Communities
April 30, 2020

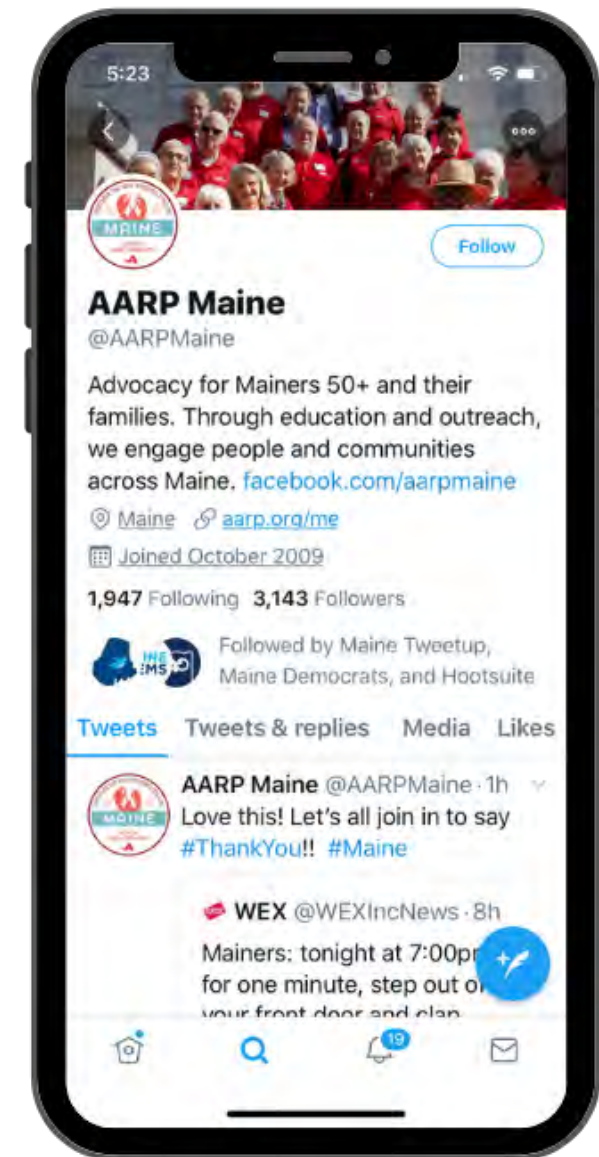# On the Menu…

- 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
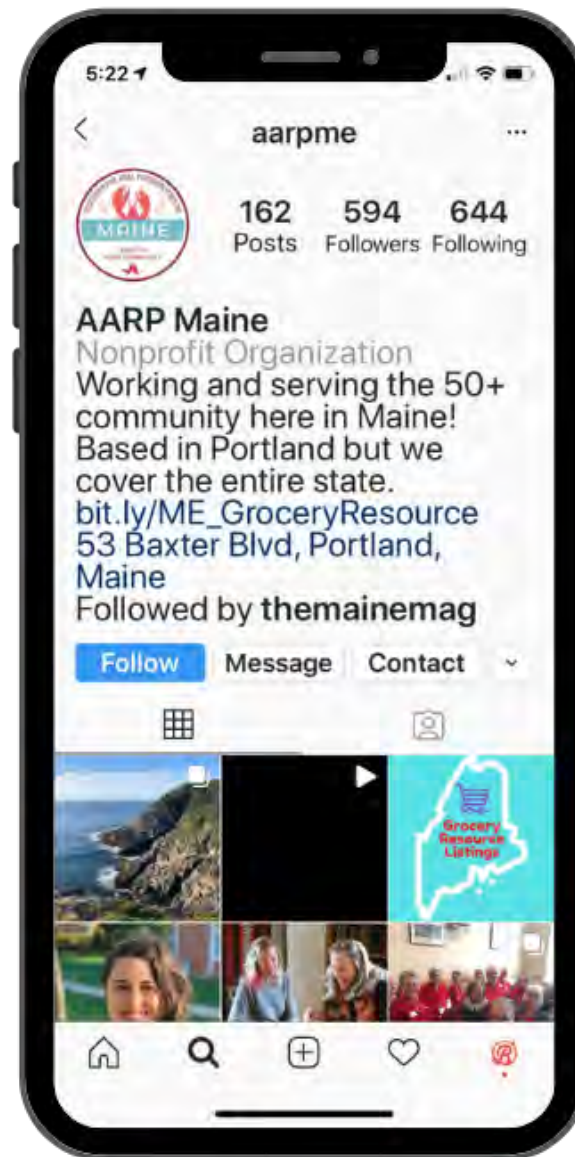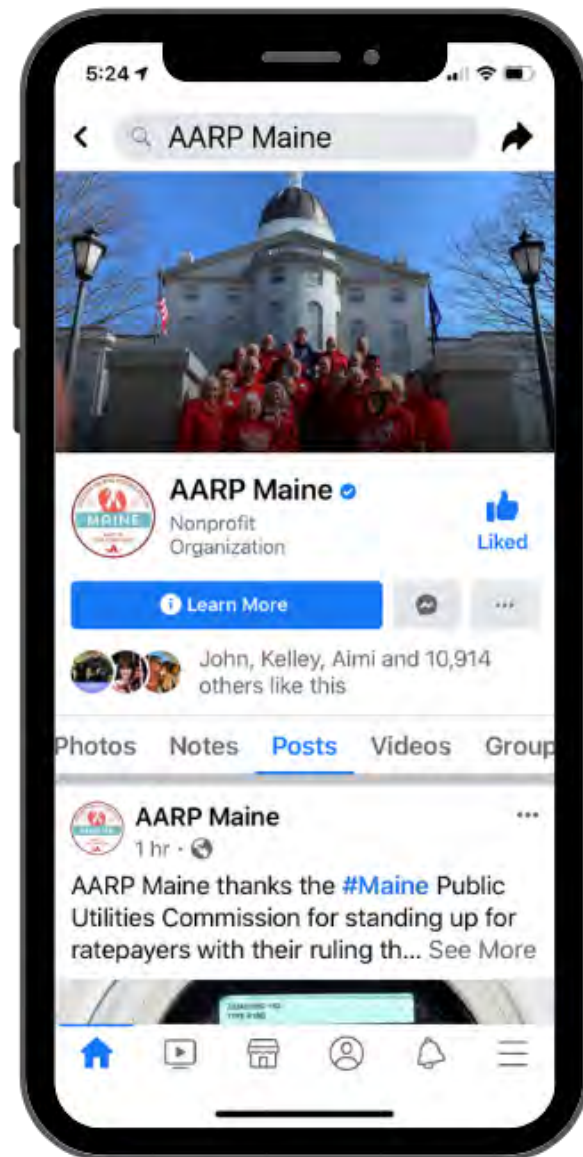
Facebook · Instagram · Twitter

Who's Your Audience?

Clients*
Volunteers
Partners
General Public

Donors
Employees
Vendors
Friends & Family

*Anyone who's a direct beneficiary of your programming

Audience Lifecycle

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?
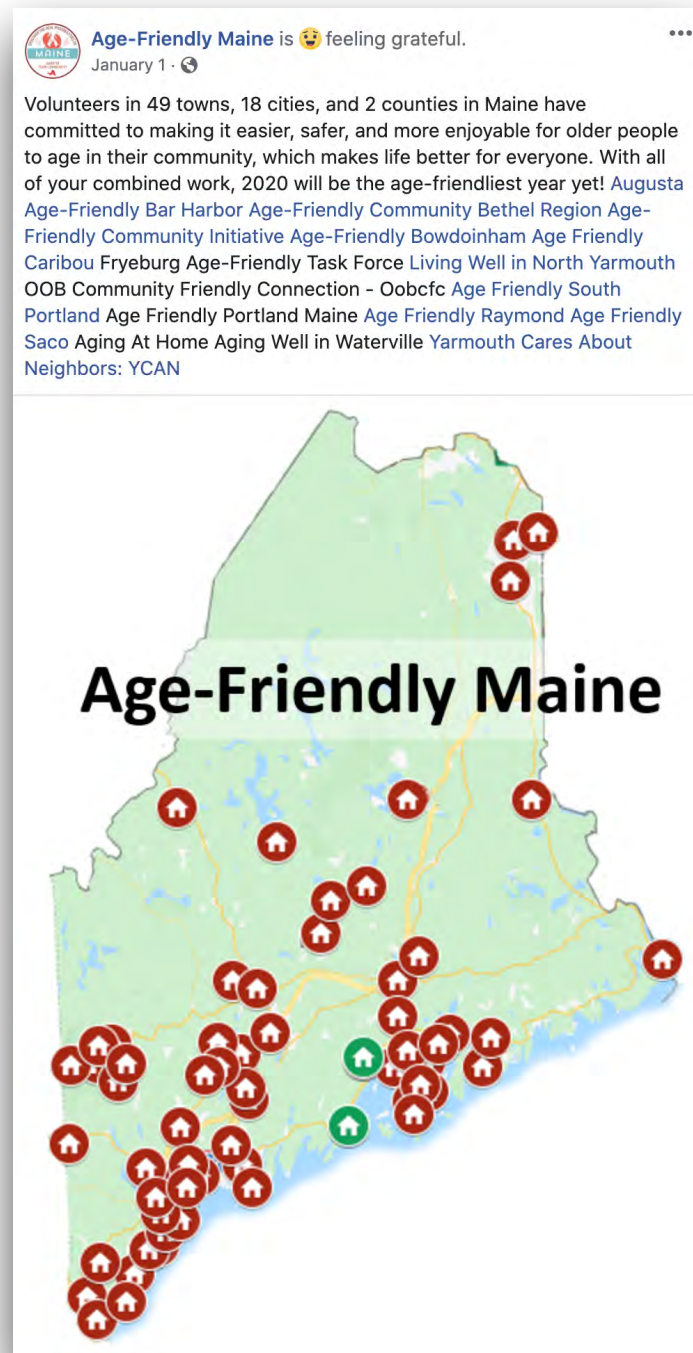When do I need permission?

Social Showcase 1

Social Media for Lifelong Communities
April 30, 2020

Social Showcase 2
Basics & Partners

Age-Friendly Sarasota
April 21 at 1:07 PM · 🌐

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

Social Showcase 3

Volunteerism

Same, But Different

Reach	Best for reaching your target audience	Good for reaching secondary audience	Good for reaching secondary audience
Text Length	Generous	Generous	Most limiting
Text/Image	Either/Both	Image is primary	Text is dominant
Automation	Yes to IG *or* T but not both	Best for All	Yes to FB
User Tagging	App only	User: App only Location: Cross-platform	App only
Hastags	Good	Strong	Strong

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
  https://help.twitter.com/en/twitter-guide

Q&A

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Thank You!

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