DIY Social Media Guide

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Picture Tools

How to Create a Collage
1. www.picmonkey.com
2. Select "Collage" to assemble different photos into one image
3. Upload the images you would like to place in the collage
   a. Use around three images for highest quality and appearance
4. Choose the arrangement of your photos
5. Save to your computer
6. Upload to your social media pages

How to Design a Custom Image
1. www.picmonkey.com
2. Select "Design" to create your own image
3. Upload the image you would like to use in your design
4. Use the toolbar on the left to alter the color, image size, exposure or to rotate or crop the image
5. Save to your computer
6. Upload to your social media pages

Social Media Platform Specific Edits and Designs
1. http://www.fotor.com
2. Can be used to create Facebook, Google+, etc. cover photos, cards, posters and generic social media posts
3. Select which social media platform you are designing the picture for (Facebook, YouTube, Instagram, etc.)
4. Choose a template
5. Upload the image you would like to use
6. Save to your computer
7. Upload to the designated social media profile(s)

Picture Tools, Continued

Finding Images on Google

1. Type desired image search into Google, and select "Images"
2. From there, select "Search Tools"
3. Then select "Usage rights" followed by "Labeled for reuse"
   a. Example: Typing in "retirement" and selecting "Labeled for reuse", this image was found:

4. This is the easiest way to ensure you are finding an image that is safe to use, though we cannot guarantee any image you chose this way will be free from copyright.

Other Image Ideas

- Utilize Creative Commons Zero (CC0) licensed stock photos from websites like www.pexels.com
- Use actual images of team members, residents, and family members (*with permission via the HIPAA consent form*)
- Linking posts to articles
- Sharing posts from other pages

Additional guidance can be covered in your training with a Bloom social media expert.

Four Key Principals of Social Media Made Easy

Pictures, Pictures and Pictures
Always include pictures with your posts, and not just generic stock images, but real, live, and relatable people. You will see an increase in your social interaction by posting pictures of:

- Your Team/Organization
    - "Our team had a blast bowling at our team outing last week!" [+ picture of team at bowling alley]
    - "Check out the new rehabilitation gym! We're all excited to share this space with you!" [+ picture of team in new rehabilitation gym]
    - "We just returned from a great training session, and now we're even more excited to care for your loved ones." [+ picture of team at training session location]

- Pets
    - "Our executive director's puppy, Fido, sure was a hit around the community today!" [+ picture of puppy at the community with residents]
    - "Tucker, our therapy dog, was such a soothing presence for Caroline's first day today." [+ picture of therapy dog and resident]
    - "Whiskers, Dr. Smith's cat, sure knows how to greet him when he gets home from work." [+ picture of doctor and cat]

- Family
    - "Tiffany's daughter welcomed her first child today. Both mom and baby are happy and healthy." [+ picture of family]
    - "Meadow Living resident, Meryl, just celebrated her 100th birthday in style!" [+ picture of family]
    - "Amy's daughter graduated from college today. Congrats, Caitlin! Ready to take on the world!" [+ picture of family at ceremony]

Pictures, Pictures and Pictures, Continued

- Community Happenings
  - "Check out our new, upgraded patio! Bring on the happy hours!" [+ picture of residents on the patio]
  - "Our community garden is filling up quick!" [+ picture of community garden]
  - "The new [Community Name] signature wines were delivered today! Show off your [Community Name] pride!" [+ picture of residents at happy hour]

- Happy Residents *(with permission via the HIPAA consent form)*
  - "Christopher was the winner of our ladder ball tournament!" [+picture of Christopher near ladder ball]
  - "Emily is hosting a [Sports Team] party. Go (insert mascot here)!" [+ picture of Emily in her team gear]
  - "Our community truly has the best residents! Sarah and our knitting club just made 50 caps for the local children's hospital!" [+ picture of Sarah, knitting club, and the caps]

- Positive reviews
  - "Thank you, Amanda, for this positive review. We love having residents like you!" [+ link to review or copy and paste the review]
  - "David, your kind words power our community!" [+ link to review or copy and paste the review]
  - "Thank you, Andrew for your great review of our community! We feel just the same about you!" [+ link to review or copy and paste the review]

Keep Content Light

Your average prospect is likely unaware of the latest industry trends and probably has little interest in learning about it. A good rule of thumb for sharing content is relating to the prospect. Everyone, from the independent 55+ to the adult children managing their loved one's care, should be able to connect with your posts and have your messages leave them with a smile. Consider posting content like:

- Fun Experiences
  - Skydiving over 70: http://eldercareissues.blogspot.com/2014/11/skydiving-senior-citizens-prove-aging.html

- Viral Videos
  - LipDub: https://youtu.be/uZ7-n930zJo

- Tips of the Week
  - "The Seven Best Foods for Healthy Aging"
  - "Keep Your Strength with These Five Exercises"
  - "How To: Chair Yoga"
  - "How To: Mindfulness for Aging"
  - "Why Exercise Matters"
  - "How Physical Health and Brain Health are Connected"

- Sharing Positivity
  - "Friendship, it's free!" [+ an image of two people enjoying one another's company]
  - "Be the reason someone smiles today!" [+ an image of someone smiling or a smiley face]
  - "Stop. Smile. Breathe." [+ an image of someone relaxing]

Keep Content Light, Continued

- Holidays
  - o Create posts for the following holidays with a message like, "Our team wishes you a Happy Fourth of July!" [+ an image representing the holiday]
    1. Easter
    2. Mother's Day
    3. Father's Day
    4. Independence Day
    5. Parents' Day/Parent Appreciation Day
    6. Labor Day
    7. Grandparents' Day
    8. Halloween
    9. Veterans' Day
    10. Memorial Day
    11. Presidents' Day
    12. Thanksgiving
    13. Christmas
    14. First day of Hanukkah
    15. New Years Eve

- Birthdays
  - o Post pictures of residents celebrating milestone birthdays.
    1. "We're wishing Debby a happy and love-filled 90th birthday today!" [+ picture of Debby with HIPAA consent form]

Post Regularly, But Not Too Frequently

It is important to consistently update your social media pages to keep your brand visible and to appear "alive" when a prospect decides to visit your page. Be careful not to post too much, though. People can be very picky about what they see on their newsfeed. If they are seeing too much irrelevant information from one person or brand they might un-like the page. Keep your posts short and sweet and share 2-3 days per week.

Use a Social Media Management Dashboard

Social media management platforms, such as Hootsuite (https://hootsuite.com/), are free and are widely used to manage multiple social media profiles. They allow the user to post across a variety of platforms, such as Facebook, Twitter, LinkedIn, Instagram, Google +, etc. They also allow posts to be scheduled in advance, creating a comprehensive, efficient user experience.

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HIPAA/Consent Form

I hereby give permission to _____ (ORGANIZATION NAME) to use my photograph and testimonial in all forms and media including print media, digital media, and social networks for advertising, trade, and any other lawful purposes.

Print Name: _____

Signature: _____

POA Name (if applicable) _____

POA Signature (if applicable) _____

Date: _____

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