

# FHCA 2019 Annual Conference & Trade Show

## CE Session #37 – Industry Best Practices for Social Media

Wednesday, August 7 – 10:30 to 11:30 a.m.

Celebration 1-2 – Leadership/Management

### Upon completion of this presentation, the learner will be able to:

- Explain how to get the most out of your center's social media platforms
- Explore best profession practices of compelling content creation and digital media outreach
- Share new tools and tactics to boost your center's engagement with prospective and potential employees, residents and their families and the larger community

### Seminar Description:

Is your long term care center using social media to the best of its ability? Digital/social media expert Ryan Cohn of Sachs Media Group will explore best industry practices of compelling content creation and digital media outreach. He will share new tools and tactics to boost your center's engagement with prospective and potential employees, residents and their families and the larger community.

### Presenter Bio(s):

**Ryan Cohn** is Executive Vice President and Partner at Sachs Media Group. He leads digital media and strategy at the firm and serves as strategic advisor to many of its largest clients. He has taught advanced social media at Florida State University and been featured by media outlets including Mashable and AdWeek.

# SOCIAL MEDIA BEST PRACTICES

## A GUIDE FOR NURSING CENTERS



**RYAN COHN**  
PARTNER, EVP  
SACHS MEDIA  
GROUP

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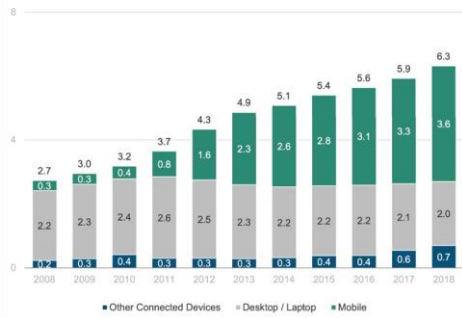
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### DAILY HOURS SPENT ON DIGITAL MEDIA




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# 3 IN 10

PEOPLE REGULARLY USE FACEBOOK




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**1.5 BILLION**  
DAILY USERS

**2.3 BILLION**  
MONTHLY USERS

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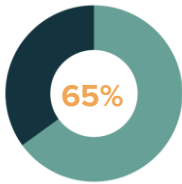
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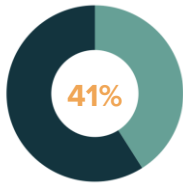
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**FACEBOOK USERS BY AGE**



of **50-64** year olds  
use Facebook



of **65+** year olds  
use Facebook

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**2018 CPM RATES BY AGE**

65+ costs **140% MORE** than 18-24



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## HOW CAN YOU BREAK THROUGH?



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## MUST-HAVE RETARGETING AUDIENCES



**Visited** specific website pages



Watched **10+ seconds** of video content



**Engaged** with posts/ads



**Email** list

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## CREATE CONTENT THAT SPARKS CONVERSATION



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## KEEP IT SIMPLE



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## HIGHLIGHT GOOD NEWS & AWARDS



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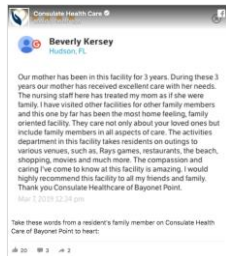
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## SHARE RESIDENT/FAMILY STORIES



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## SHARE RESIDENT/FAMILY STORIES



The goal of our member centers is to form an unwavering friendship with the residents they serve. Thank you to the amazing staff at Fletcher Health and Rehabilitation Center, a Com-Jaco Health Care Facility in Tampa, for making residents feel at home during the last years of their life.  
Read a member family's story: <http://bit.ly/HCAStory>

Our member centers specializing in rehabilitation have one goal — help residents get back to a life of comfort as quickly as possible. Such a heartwarming note to the team at Palm Gardens of Ocala.  
Read Joe's story: [http://bit.ly/HCAStory\\_Joe](http://bit.ly/HCAStory_Joe)

## SHARE RESIDENT/FAMILY STORIES



Mark is a testimonial from one of our new Residents, about our wonderful Move In Coordinator and Sales Assistant, Lisette Encarnacion.  
"I cannot say enough great things about Lisette. Her involvement in the opening of my new 90+ Bed Villa was an honor, answering every question I had, providing suggestions to ease the transition, offering ideas to assist in the final layout here at St. Mark and down to the small things. Her knowledge, experience, compassion and energy were boundaries. My life is better because of this beautiful, kind and sweet, lady, Lisette. St. Mark is lucky to have such an employee!"

**RESIDENT OF THE MONTH - JUNE 2019**  
**ROBERT "BOB" CAHN**  
Bob was born in New Orleans, LA. He had one sister, Marjorie. He served in the United States Coast Guard and he graduated from Tulane University where he received a Bachelor of Business Administration Degree. He worked in investments.  
He met his wife, Lorynne, in college and they have been married 69 years. They are blessed with three sons and eight grandchildren.  
When asked the high point of his life he said, "My wife and... See More

## THIRD-PARTY VALIDATION FOR REMARKETING



**AUTHENTIC IMAGERY**  
HELPS RELATE TO YOUR AUDIENCE



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**CAPTURE DAILY LIFE & FACILITY CULTURE**



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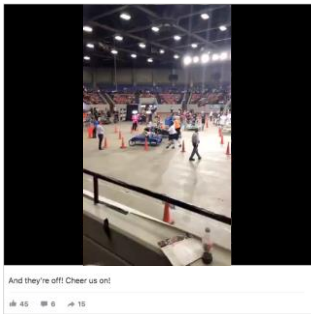
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**CAPTURE DAILY LIFE & FACILITY CULTURE**



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## CAPTURE DAILY LIFE & FACILITY CULTURE



It's National Selfie Day! Don't forget to share a fun selfie today!  
#NationalSelfieDay  
37 3 2



Always so happy! It's so fun!! Happy #NationalSelfieDay!  
#StMarkVillage #WorkHardPlayHard #CompanyCulture  
10 1 2

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## CAPTURE DAILY LIFE & FACILITY CULTURE



#Avente at Mt. Dora is #rolling back in time with their #smoothroves. Check out their Avente Turns 30 dance battle video. Remember to #like to #vote!  
#killedchuring #workfamily #workhardplayharder #companyculture  
105 23 69



Game Night is On!  
Our Residents enjoy weekly game nights which include Five Crowns, Penny Ante Poker, Lingo, Sequence, Pelikan, and more.  
Happy Gaming! 🎲🃏🀄  
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## CROWDSOURCE CONTENT



"LIKE" to vote for Long Term Care Photo Contest Finalist "93 Years Young and Army Strong," submitted by The Stratos at Tampa Rehabilitation & Nursing Center. Votes will be accepted through 4/17 at 9 a.m.  
183 18 216



"LIKE" to vote for Long Term Care Photo Contest Finalist "Oh Hello!" submitted by Lake Placid Health & Rehabilitation Center / Gulf Coast Health Care. Votes will be accepted through 4/27 at 9 a.m.  
209 18 54

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SOCIAL MEDIA MANAGEMENT  
**BEST PRACTICES**



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**HAVE A SOCIAL MEDIA POLICY IN PLACE**



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**ENSURE PATIENT/RESIDENT PRIVACY**



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## GET PERMISSION TO SHARE PHOTOS



Have a **Patient/Resident Authorization Policy** in place for sharing photos (and videos) of residents

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## BE PREPARED TO ENGAGE ONLINE



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## SOCIAL MEDIA BEST PRACTICES A GUIDE FOR NURSING CENTERS



**RYAN COHN**  
PARTNER, EVP  
SACHSMEDIA  
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