

making social media

worth  
the  
effort

for home care



# We are...

- Growth Team
- Inbound Marketers
- Growth Driven Design Engineers
- HubSpot Gold Solution Partner
- Brand Story Experts
- High-Performing Web Developers



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# What is social media?

Anywhere people connect and share what's important to them.



## For home care...

Facebook, Instagram,  
Twitter, Linked In

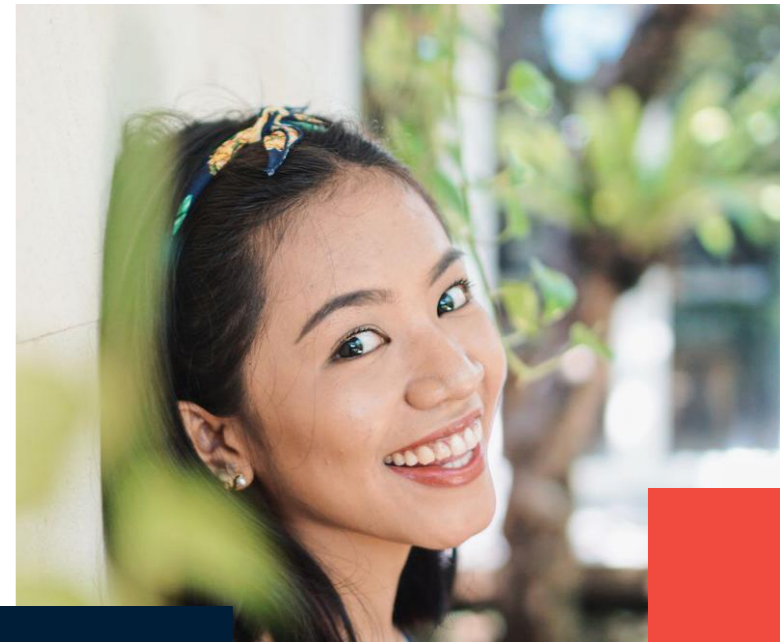


## Also for home care...

Youtube, Pinterest, Reddit,  
high-traffic blogs (mommy  
blogs, nutrition, elder care)

# Who is your audience?

The right social approach has to line up with the audience you are trying to reach.



# What is the social media economy?

What drives interest and delivers outcomes?

Impressions

Engagement

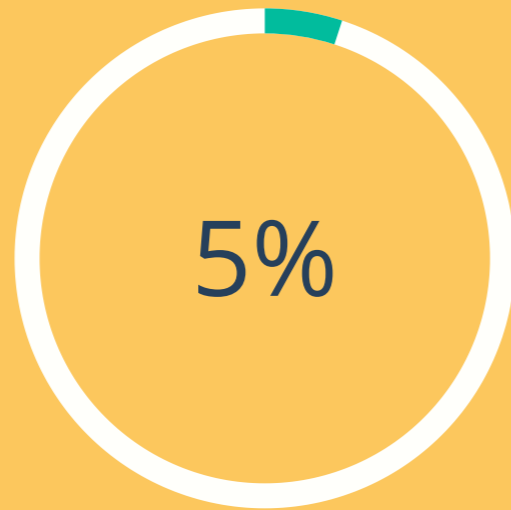
Likes

Reach

The more \_\_\_\_\_ you have,  
the more \_\_\_\_\_ you get.



# The reality.



## Average Organic

The average of all Facebook organic is 5% (visibility or reach)



## Average Engagement

The average engagement is 1/4 of a percent -- 1 person sees your post for every 400 who follow you





## Rules of the social economy

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Organic traffic is driven by **sharing** in Facebook and Instagram



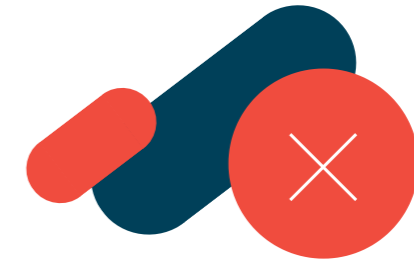
Organic traffic is driven by both **sharing and searching** in YouTube and Pinterest



Professional connections on LinkedIn will only work with **Guru information** that targets the needs of professionals for care services, and will likely require advertising money



Twitter is **off the table**



## False economy

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Likes, reach, and impressions are a false economy. They happen along the way, but you should never make them a goal or a measurement of success



# What drives all social media?

## What kind of content is it?

(video always ranks higher)  
Is it information that has been shown to get lots of attention, or content that is likely to go unnoticed?

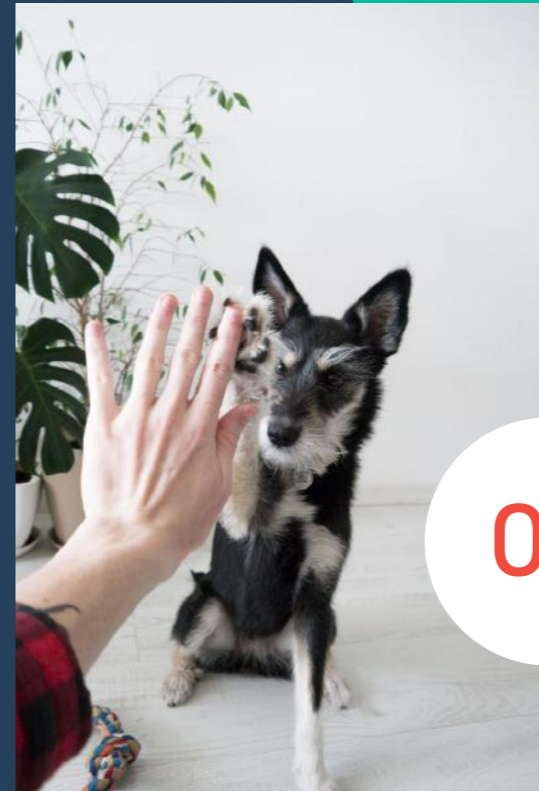
01



02



03



How popular is it?  
(see a theme emerging?)

## What is the relationship between you and person who might see it?

(determined by how actively people comment, share and DM with each other)





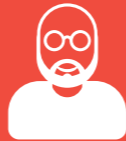
# 3 Possible Approaches

to Social Media for Home Care

Quiz! What type of posts are these?



Brand Official



Guru



Friends + Family





# What works best?



## Generic

Not the way the blah, blah, generic posts company brands often use

## Commodities

Not the way commodity companies post "on sale now!" or "get the deal"

## Gossip

Not the way families air their dirty laundry (you know what we mean)

## Stories + Knowledge

...but, the way that friends and family share great stories, good pictures, things that mean something. And, the way that experts give us information that we really need.



# Do you ever have just one audience?

Avoid:

- Inside shop talk on your social media that's just for caregivers
- Family squabbles
- Forgetting that the caregiver marketing is *also* the client marketing



Client (and their family)





















Audience 1



Caregivers

Audience 2

# Which post types will work in home care?

Post Type						
Branded Official						
Guru	  	 				 
Caregiver Celebration	 		 			



Yes



Ads Required



Video Posts



Production Required



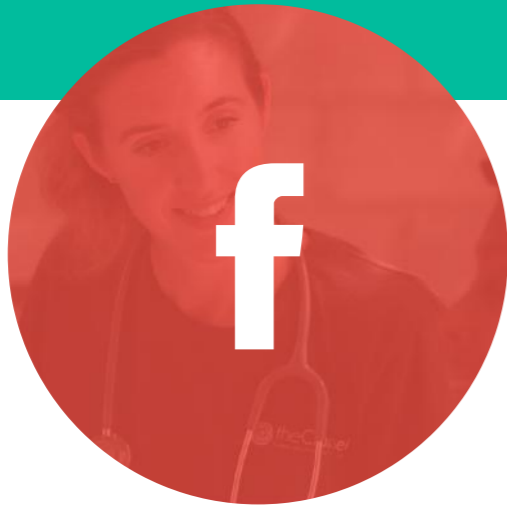
Image Heavy



Urban/ Professional Settings



# What would drive engagement?



Caregiver celebrations  
need to have caregiver  
sharing



Guru posts need to link  
to a page that is  
directly related to the  
post + advertising \$\$



If Guru videos keep people  
engaged for more than 3 minutes  
will do well on both, (enhanced by  
ad \$\$ on Facebook, and keywords  
in YouTube description)





# Which posts could *you* create?

(consistently + effectively?)



# Practical Tips



## Who should manage your posts?

- Take care with the college intern
- Someone who finds video, photos and social “easy”
- Management review is important



## How frequently?

- Best case: daily
- Second best: 2-3 times per week



## Guru posts and ads

Always have a specialized page prepared that is on point for the ad, and allows you to collect emails and names.



## Privacy

- Include a model release in your employment package
- Include model release in client on-boarding, but ask before you share client info
- Don't share Protected Health Info - in any form at any time in social settings



# ABA: Always Be Asking



What is the **big** message that you want to send?



What message does this deliver to clients (and their families) and prospective employees?



Does this post send that message?



# THANK YOU!

