

The Do's and Don'ts of

Social Media



Each month, MP&F pre-schedules relevant Facebook posts to all Solstice community pages. The Executive Director, Director of Sales and Marketing, and the Vibrant Life® Director of each community are welcome and encouraged to post their own content throughout the month as well. **Please email sssocial@mpf.com with any questions.**

Below are MP&F's tips and best practices for Solstice Senior Living's Facebook pages.

PHOTOS

DO

- Post high-quality photos in .PNG or .JPEG form.
- Choose the best five to 10 photos of your event per post. Quality over quantity!
- If you have more than 10 high-quality photos you would like to post, consider making them into a Facebook Photo Album instead of a single post.
- Show residents in their best light (clothes are adjusted, hair combed, area around them is free from clutter, not lying in a bed, etc.).
- Send great photos of residents to sssocial@mpf.com to be used in future marketing and advertising efforts.
- Know your audience! When taking photos and videos intended to be shared on Facebook, please know that more than just friends and families will see them. Consider how a prospect may view your community or a family member may feel about the content.

DON'T

- Post photos where some individuals are wearing masks and others are not or where masks are being worn incorrectly.

CAPTIONS

DO

- Keep captions short and sweet.
- Tag businesses, entertainers, locations, other Solstice communities and any other pages that might be relevant to your post.
- Use spell check and read your post before posting.

DON'T

- Use residents' full names. First name and last initial is ideal.

VIDEOS

DO

- Post videos that show your community and residents in their best light.
- Post videos separately from photos and photo albums.
- When posting a SalesMail video, you can delete the link once it has auto-populated in the post.
- Do ensure the music selection is clean and an appropriate version.

DON'T

- Play inappropriate or copyrighted music. Copyrighted music could cause your video to be taken down by the platform.
- Disclose personal information about residents in videos.

MONITORING

DO

- Monitor the comments and direct messages on your Facebook page every day and reply to them in a timely manner.
- Hide unproductive negative comments. Hiding the comment is preferable to deleting the comment altogether because it's less likely the commenter will realize and continue complaining.
- Reply to serious inquiries and offer your community phone number for prospects and family members to reach out.

DON'T

- Use a resident's full name when corresponding via comments or direct message.