

## 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 the Director of Celebrations of each community are welcome and encouraged to post their own content throughout the month as well.

**Please email [sssocial@mpf.com](mailto:sssocial@mpf.com) with any questions.**

***Below are MP&F's tips and best practices for Solstice'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](mailto: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.