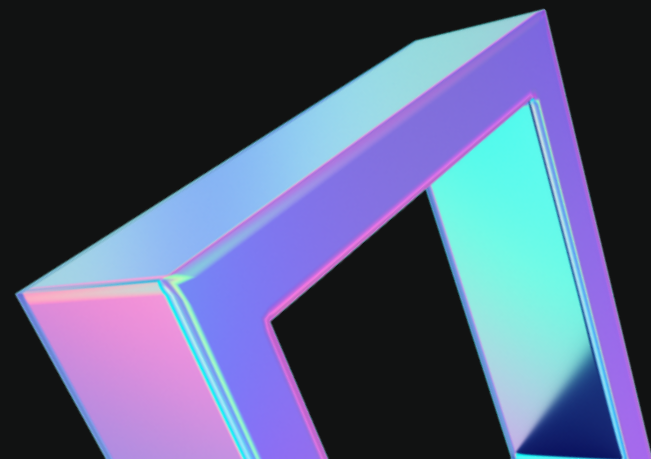


# agenda

- 2020 statistics
- social media impressions
- 5 basics of social media
- 5 beyond basics
- closing thoughts



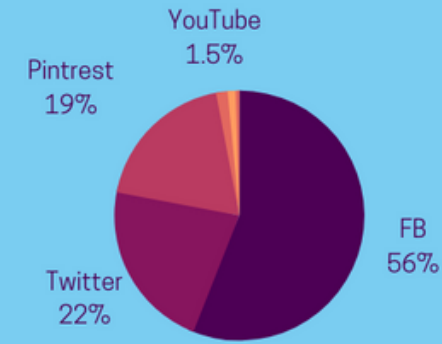


# 2020 SOCIAL MEDIA STATS

Source: GlobalStats.com



**FACEBOOK IS KING WITH 56% MARKET SHARE ON MOBILES**



**61.2%**  
APPLE'S MOBILE DEVICE MARKET SHARE IN THE US

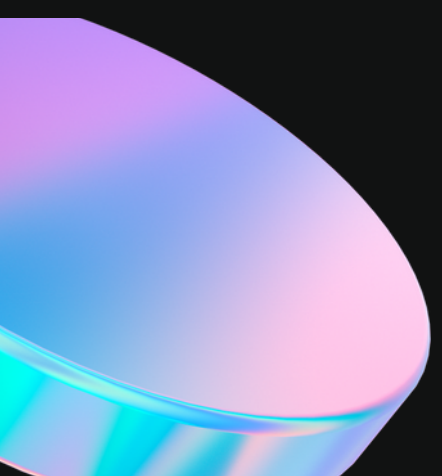
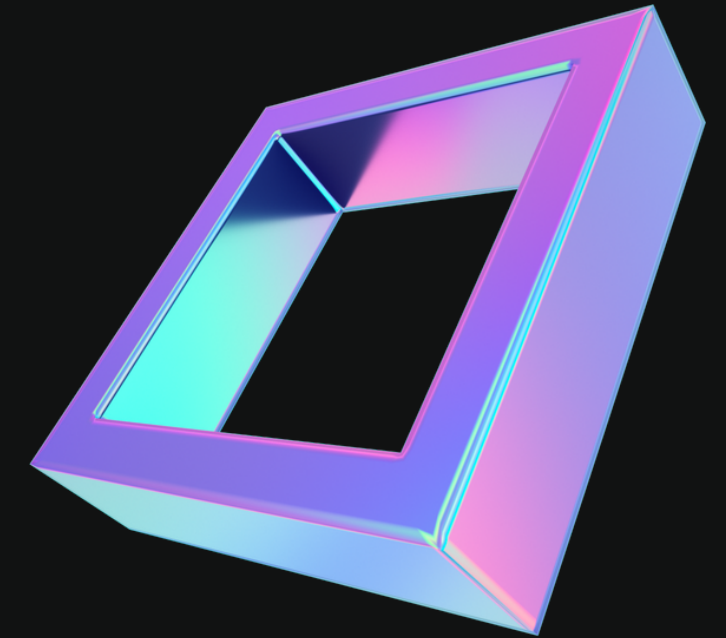
*"Content is fire-social media is gasoline."*

Jay Baer



Despite growth among specific industries, **LinkedIn** remains lowest among the tested platforms used via mobile device.

**<1%**

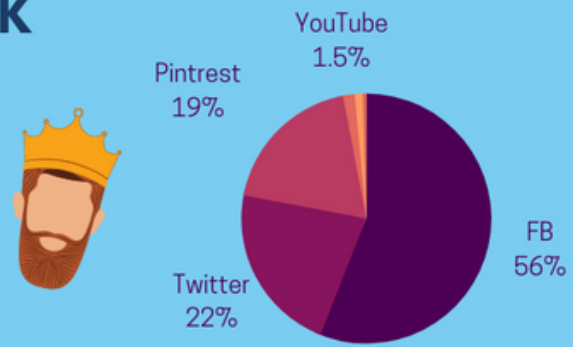


# 2020 SOCIAL MEDIA STATS

Source: GlobalStats.com



**FACEBOOK IS KING WITH 56% MARKET SHARE ON MOBILES**

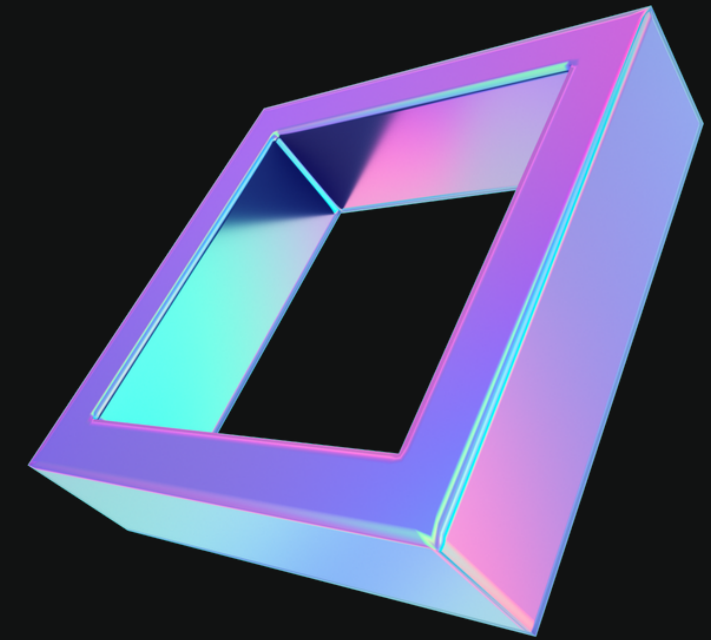
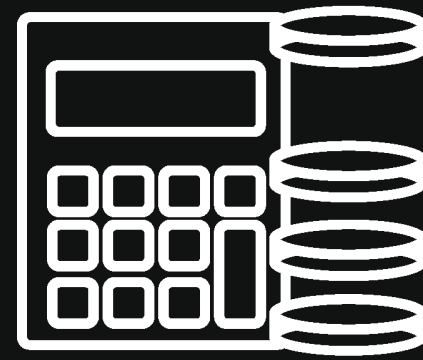


## 61.2%

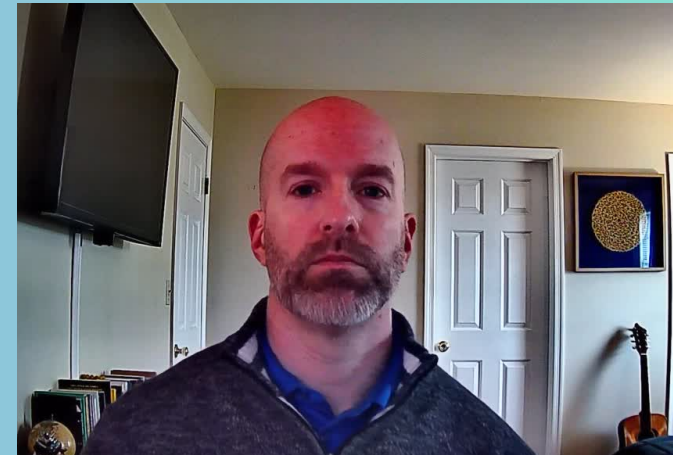
**APPLE'S MOBILE DEVICE MARKET SHARE IN THE US**

*Content is fire-social media is gasoline.*  
Jay Baer

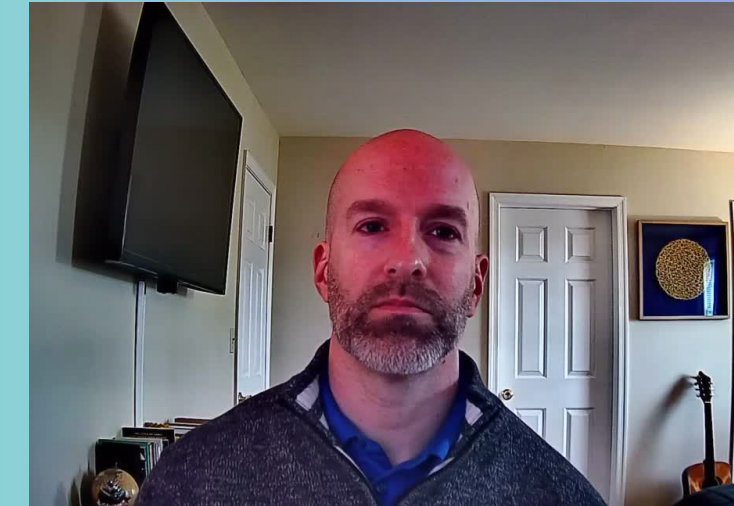
Despite growth among specific industries, **LinkedIn** remains lowest among the tested platforms used via mobile device.



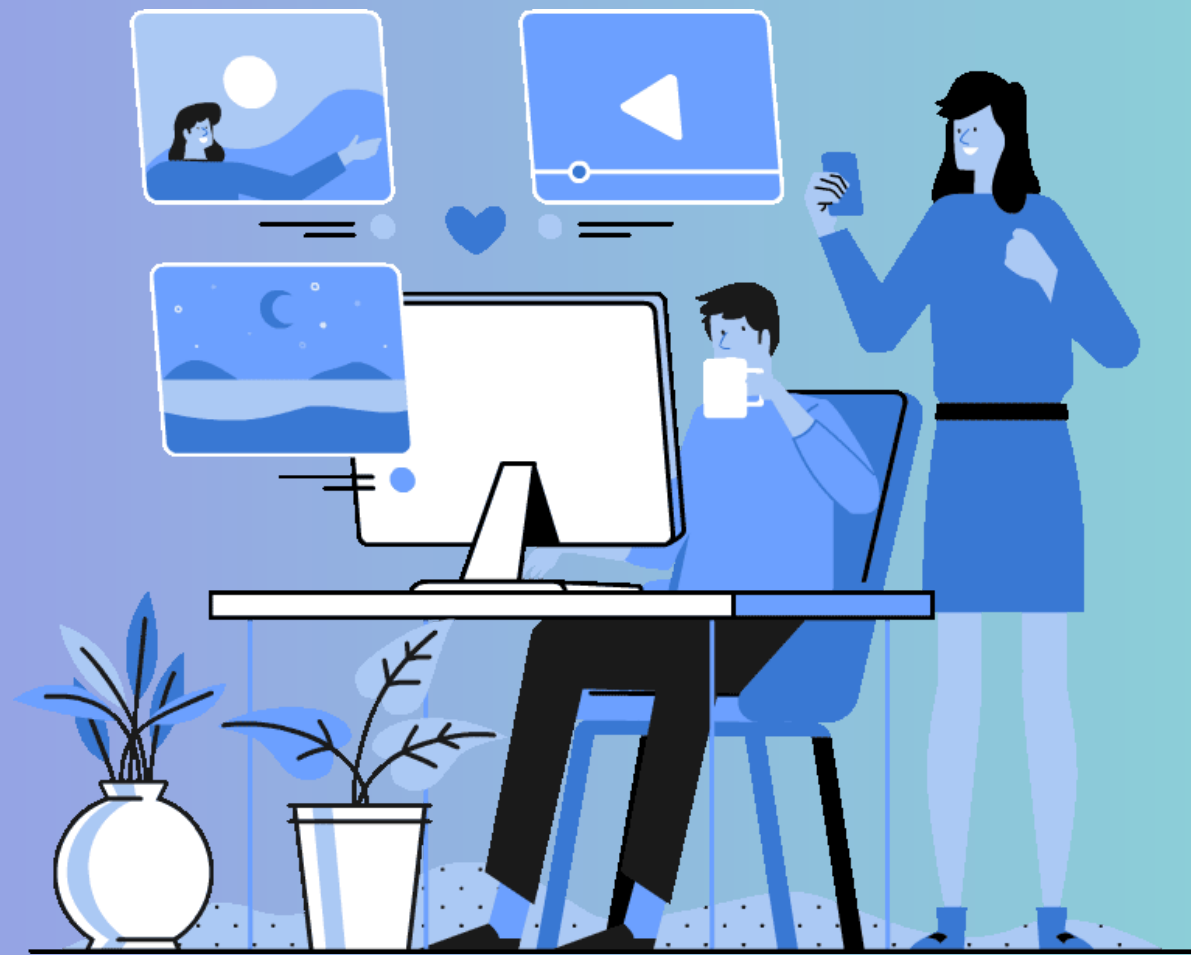
# what you might think social media looks like



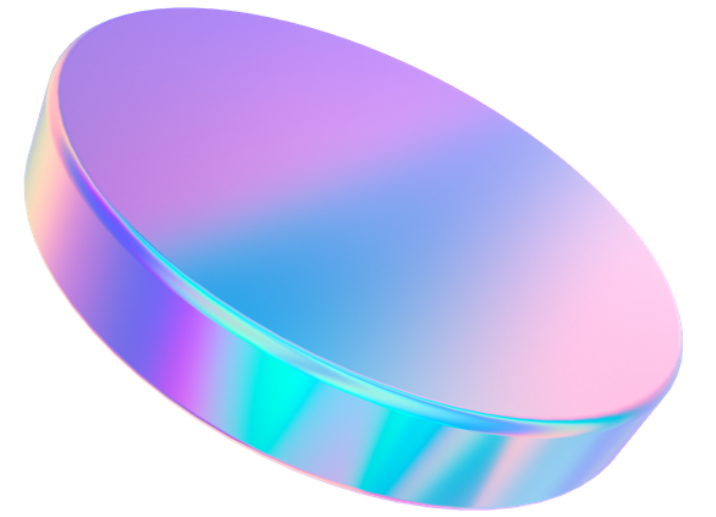
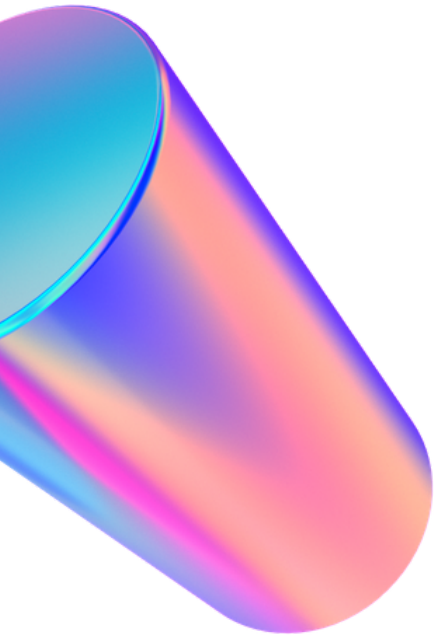
# what social media actually looks like



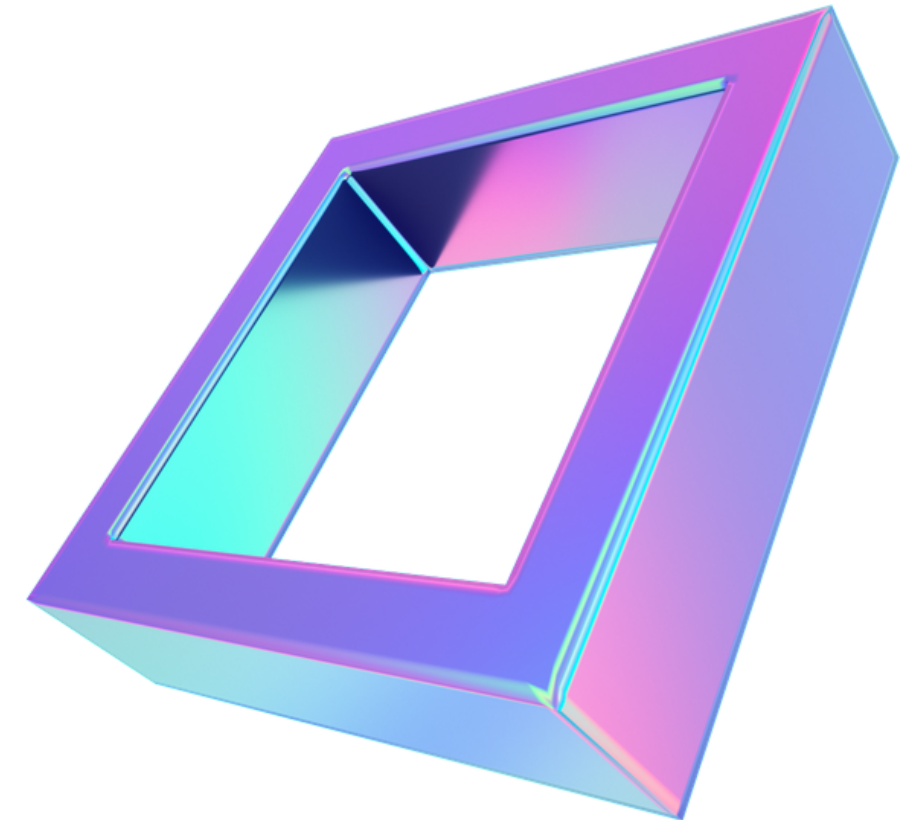
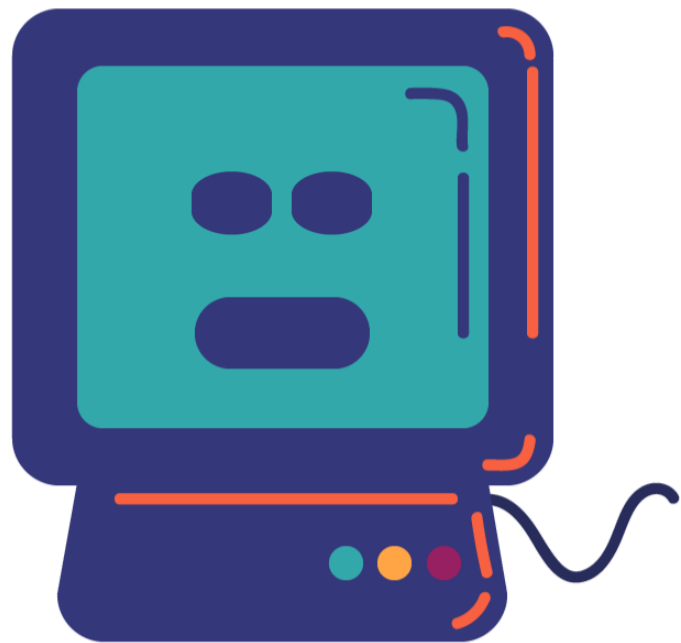
# what social media actually looks like





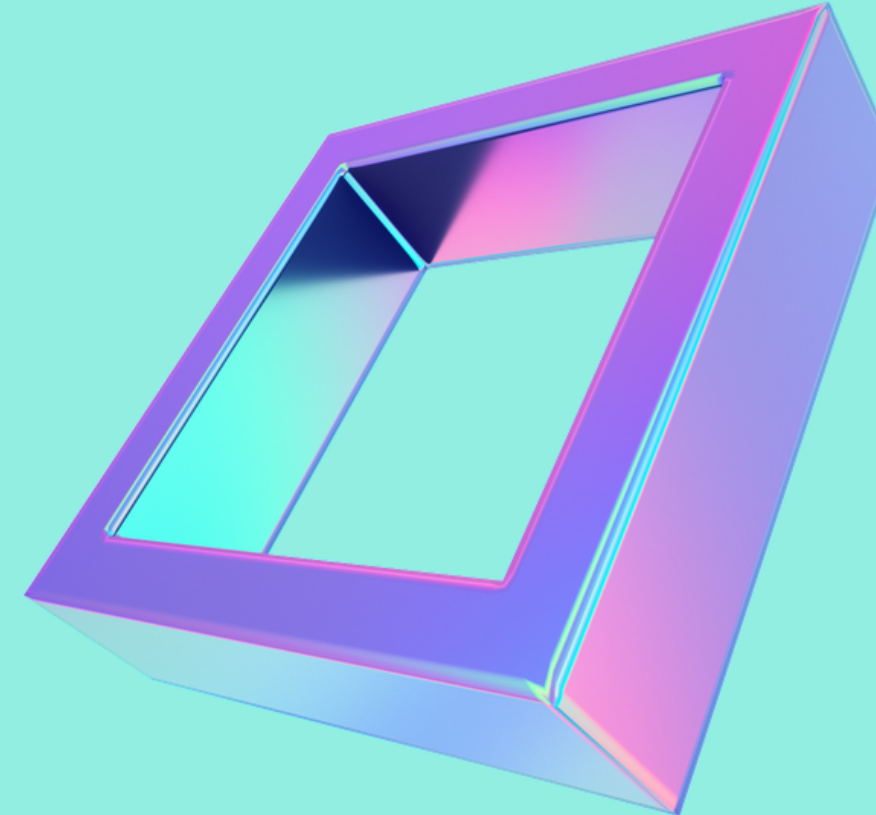


# 5 BASICS RULES



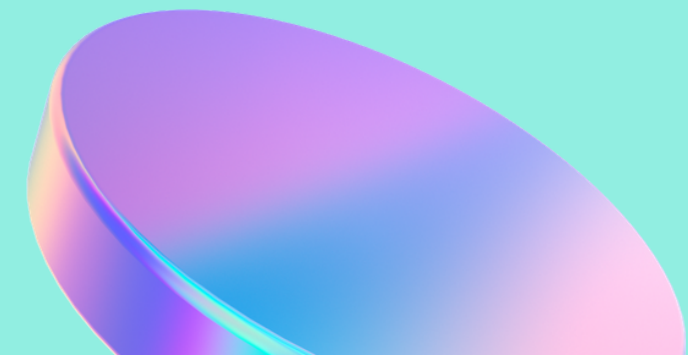
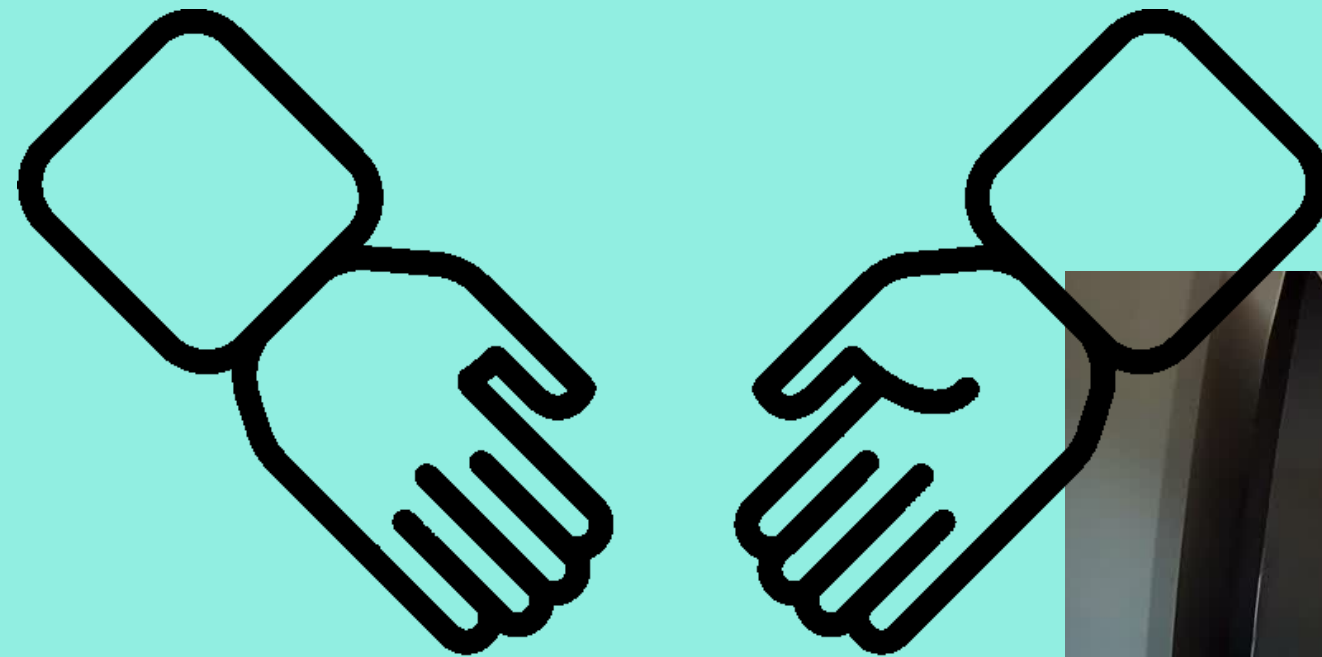
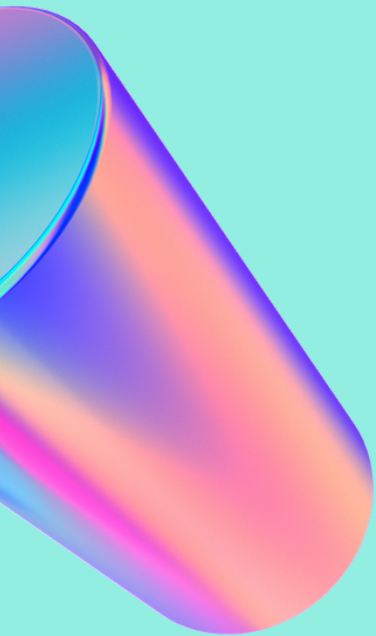
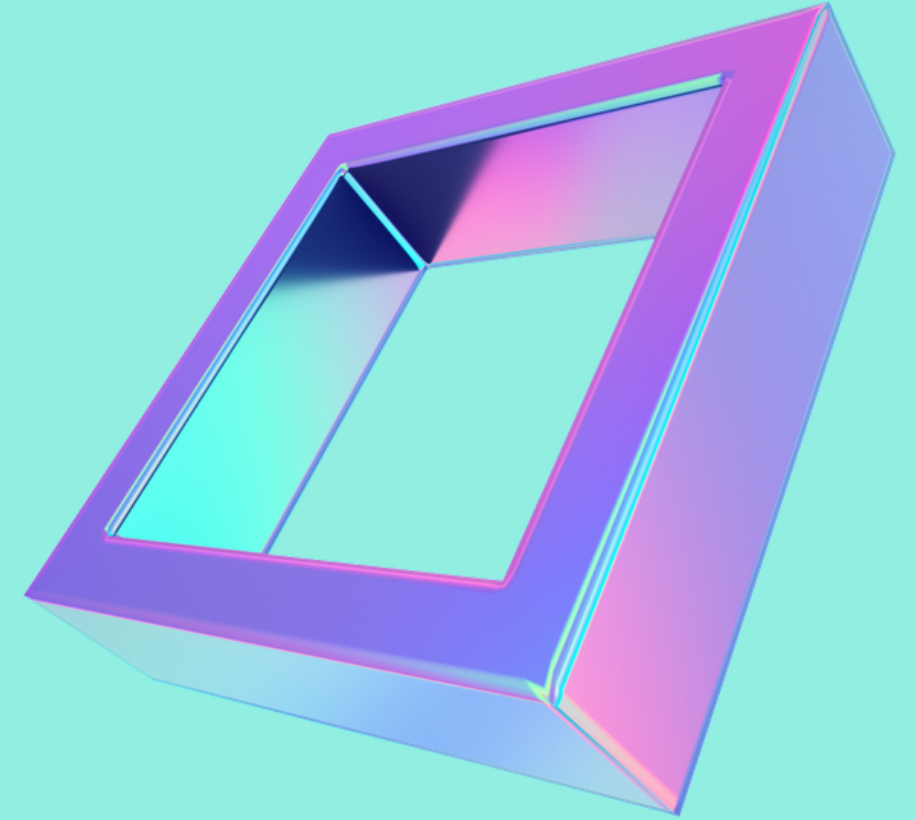
**01**

# HIRE AN EXPERT

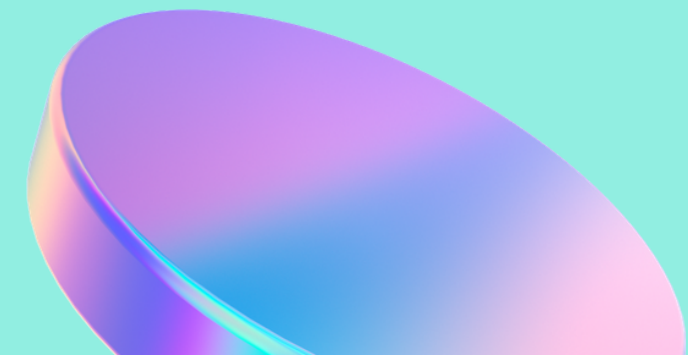
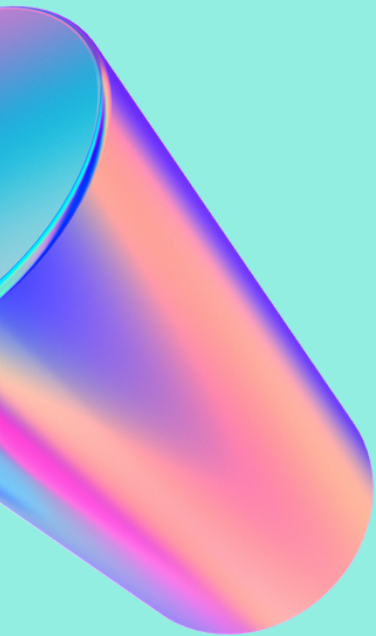
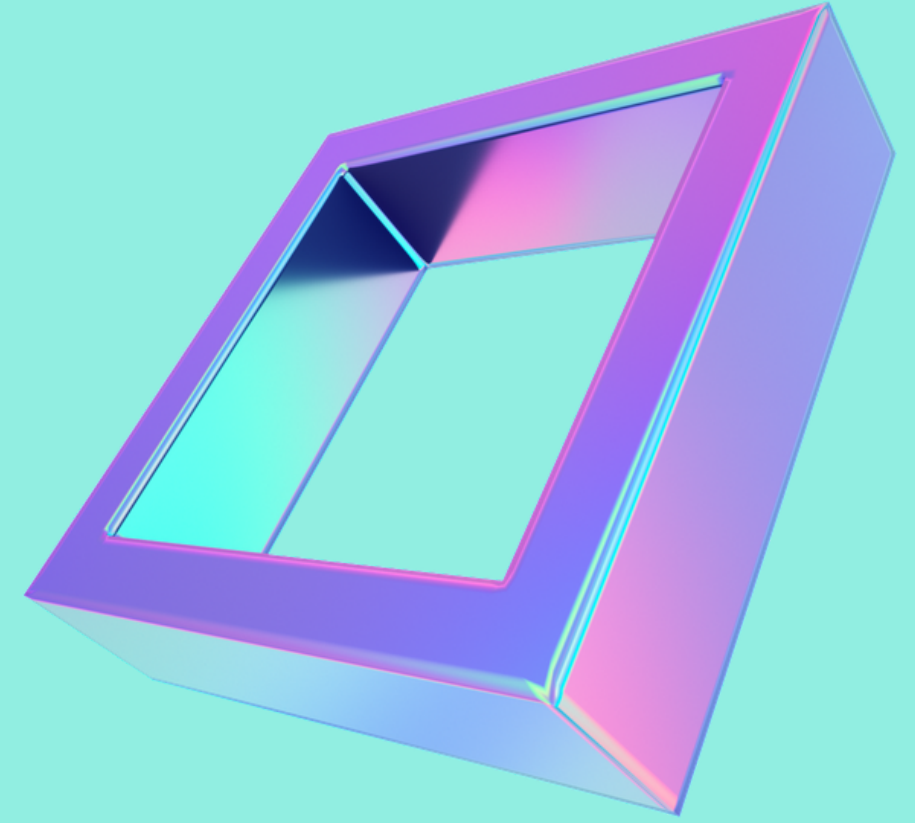


**02**

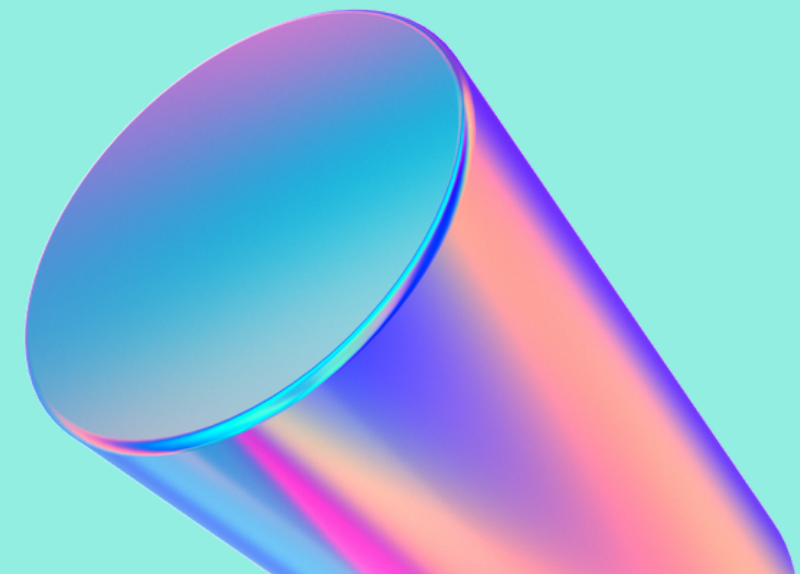
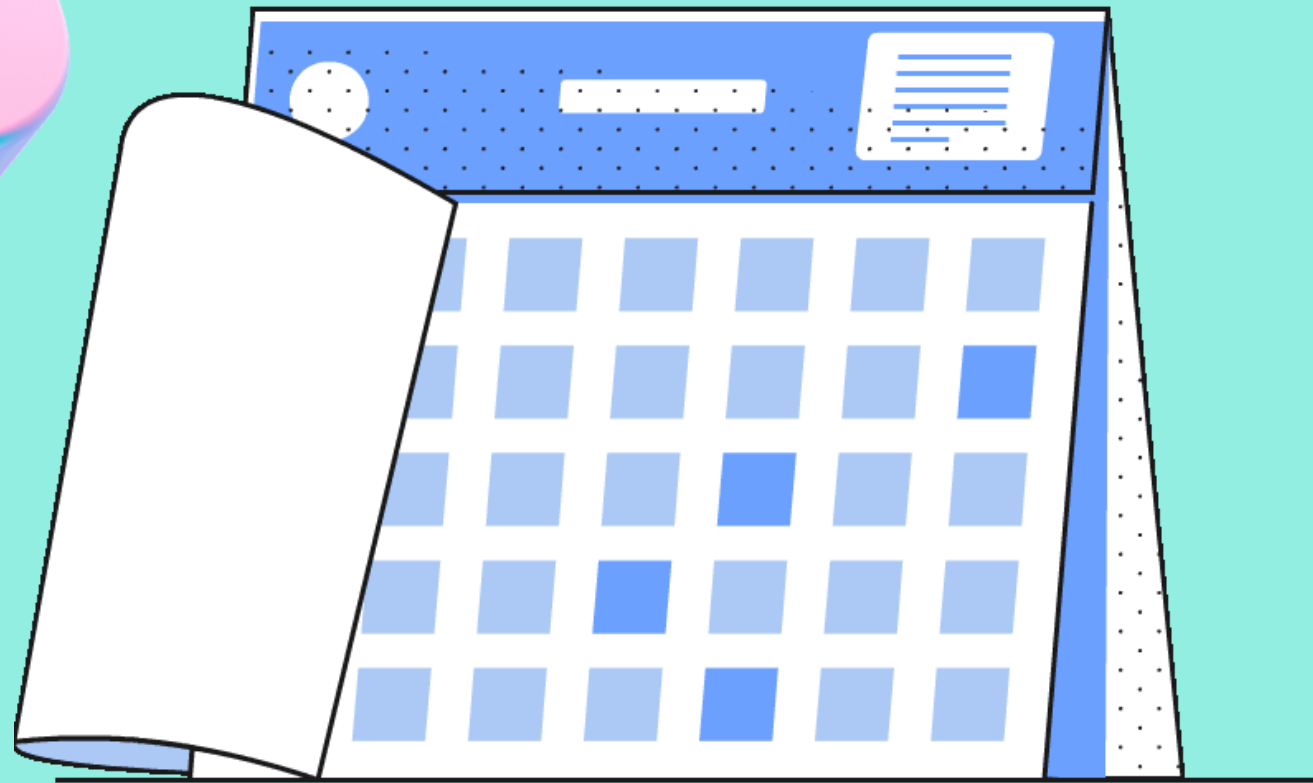
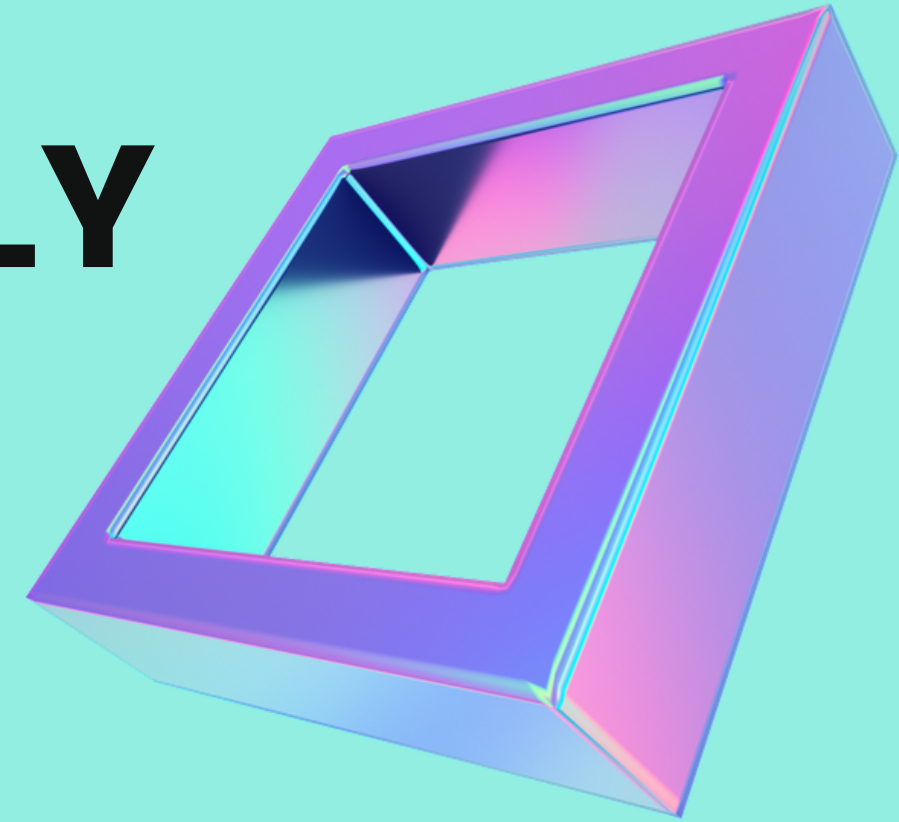
# SET EXPECTATIONS TOGETHER



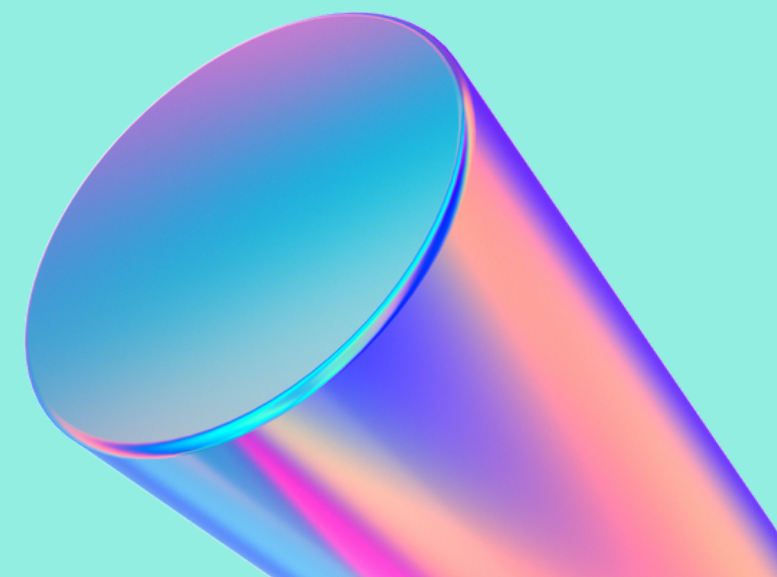
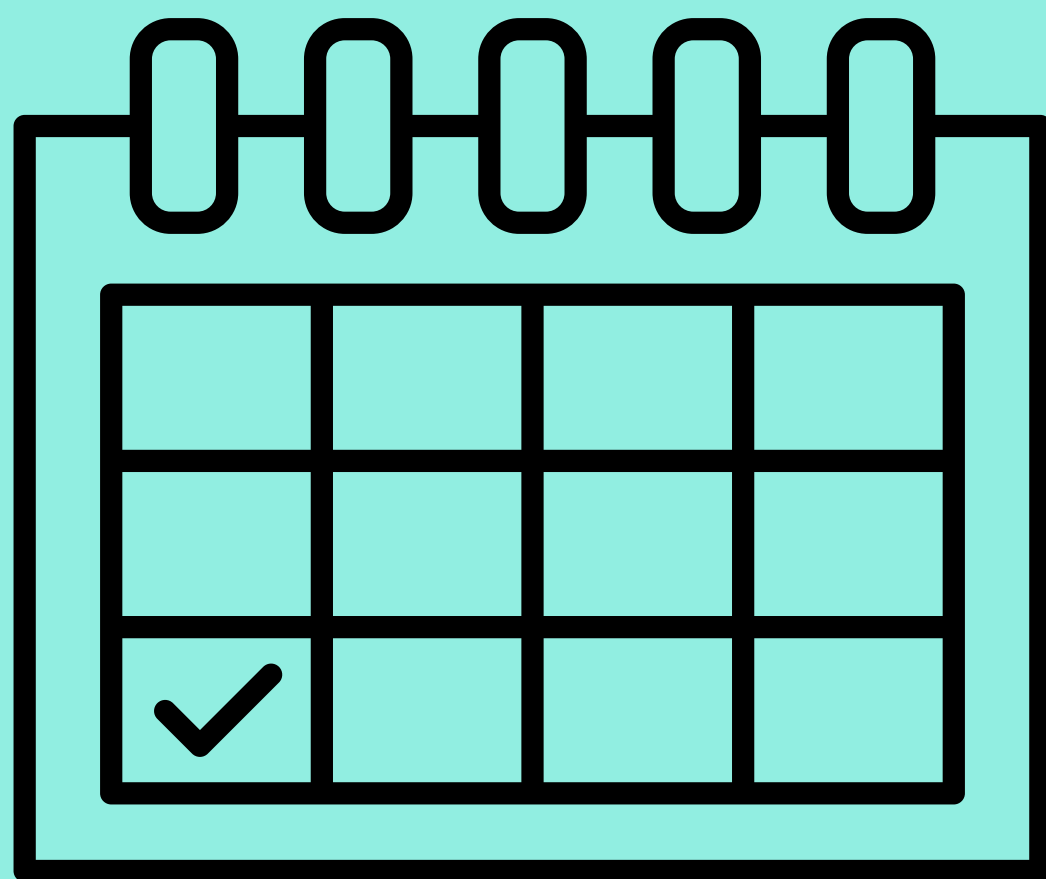
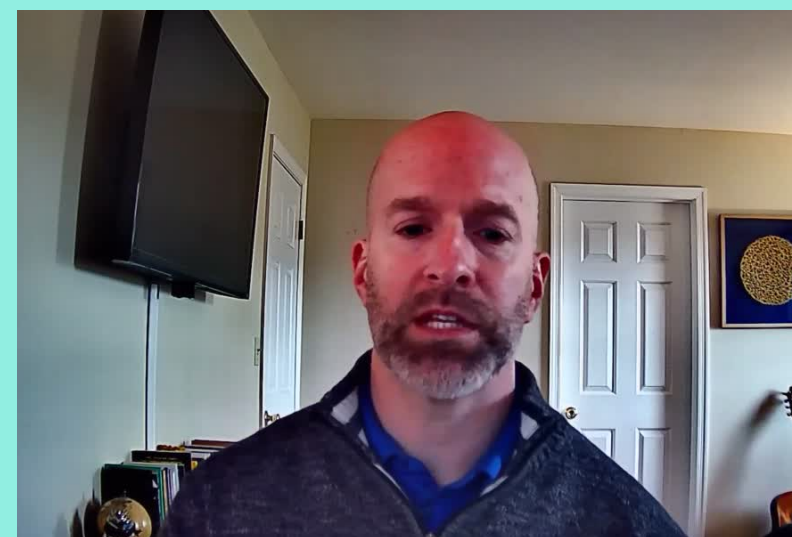
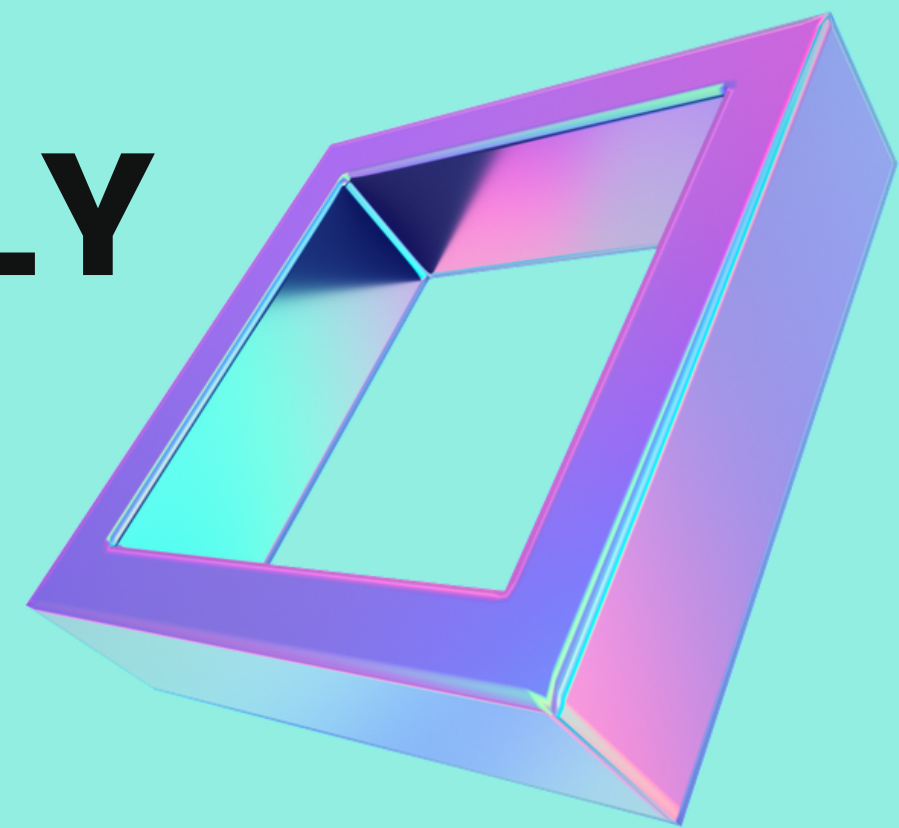
# 03 MEET OFTEN



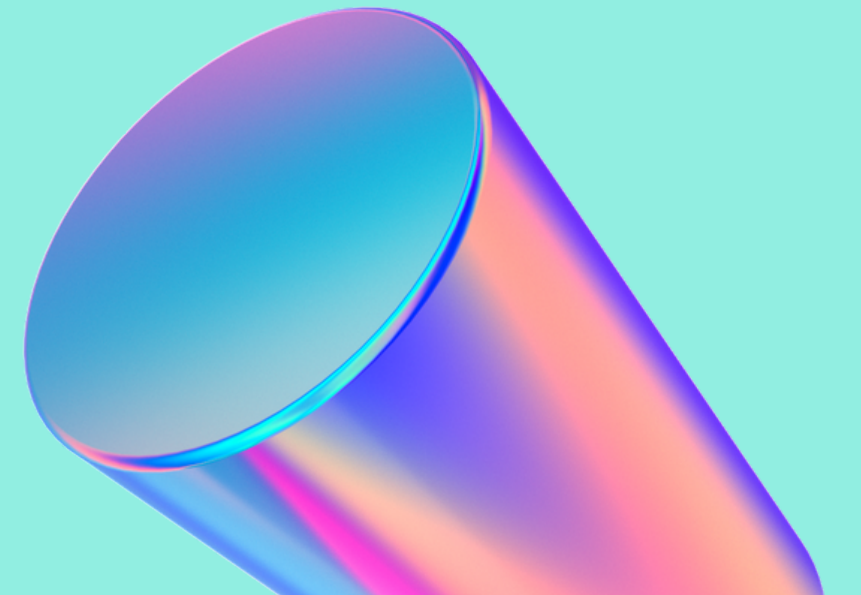
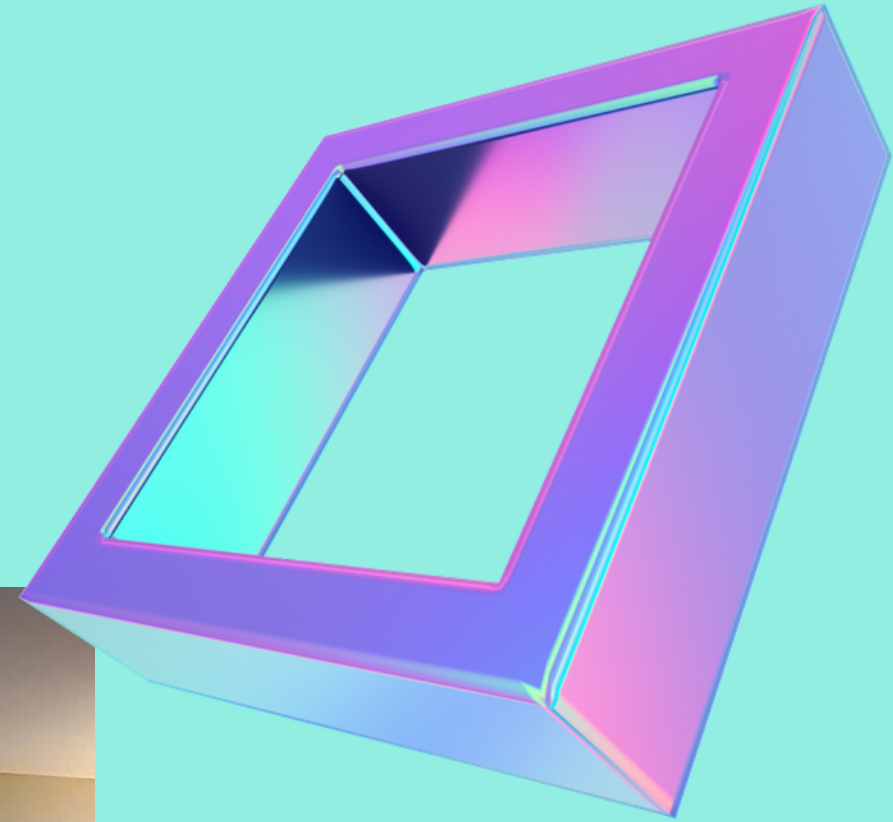
# 04 BUILD A WEEKLY/MONTHLY PLAN

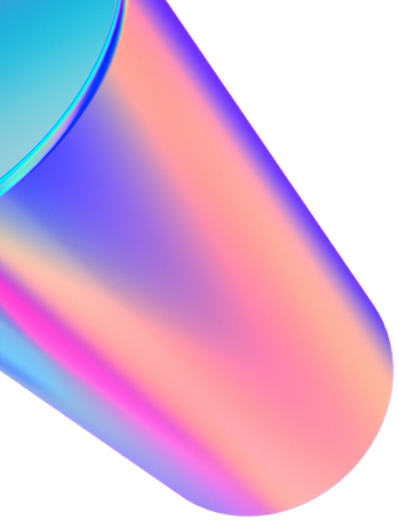


# 04 BUILD A WEEKLY/MONTHLY PLAN

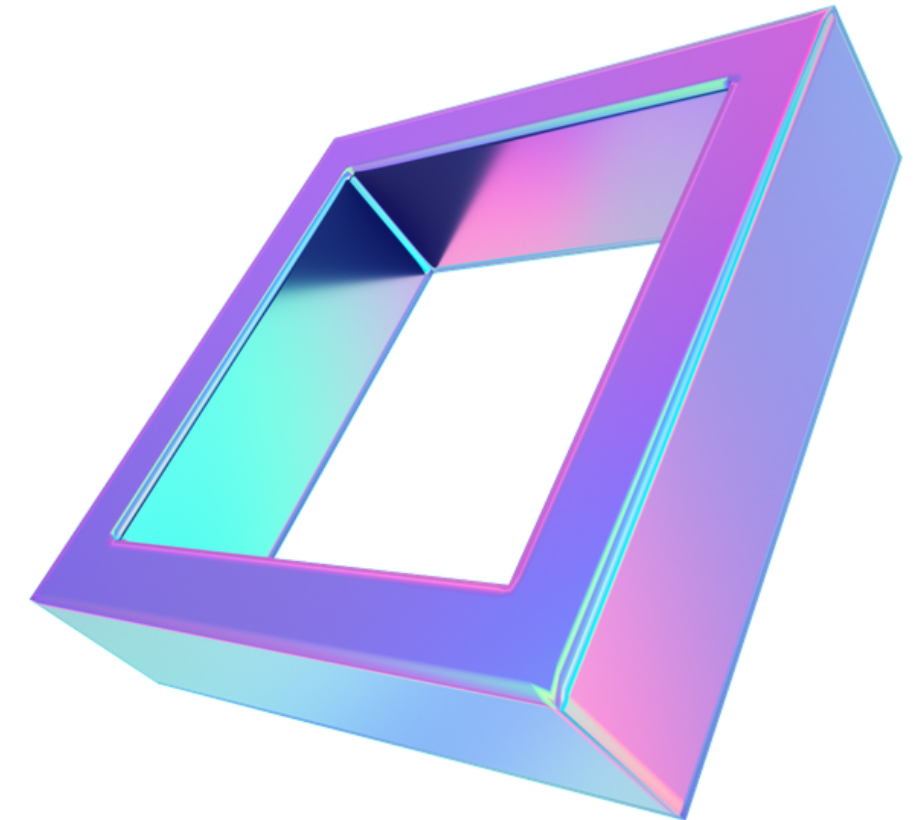
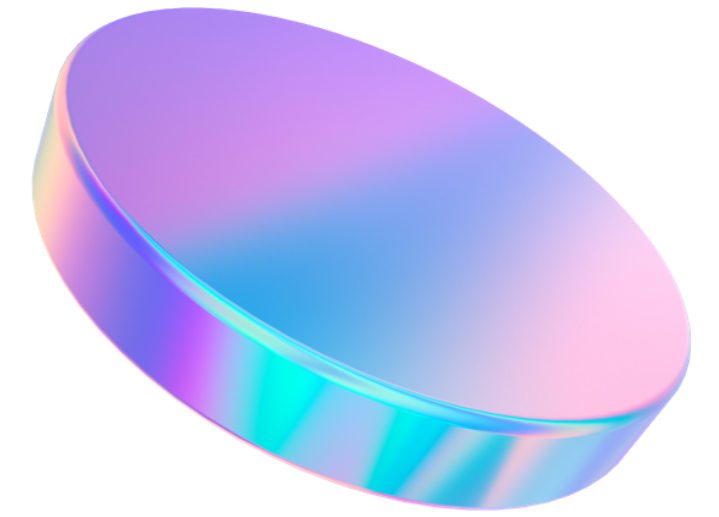


# 05 SEND IT ALL!





# 5 BEYOND BASIC RULES



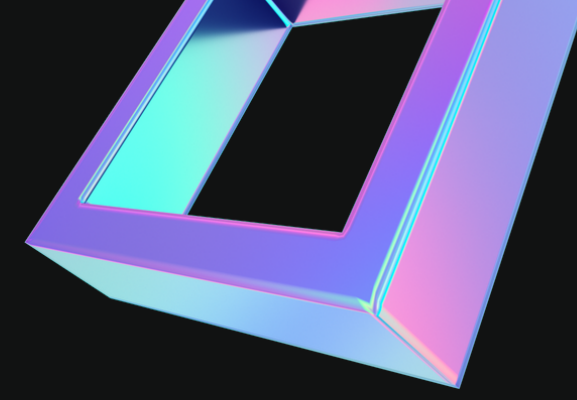


# 01 FACEBOOK/LINKEDIN ADS

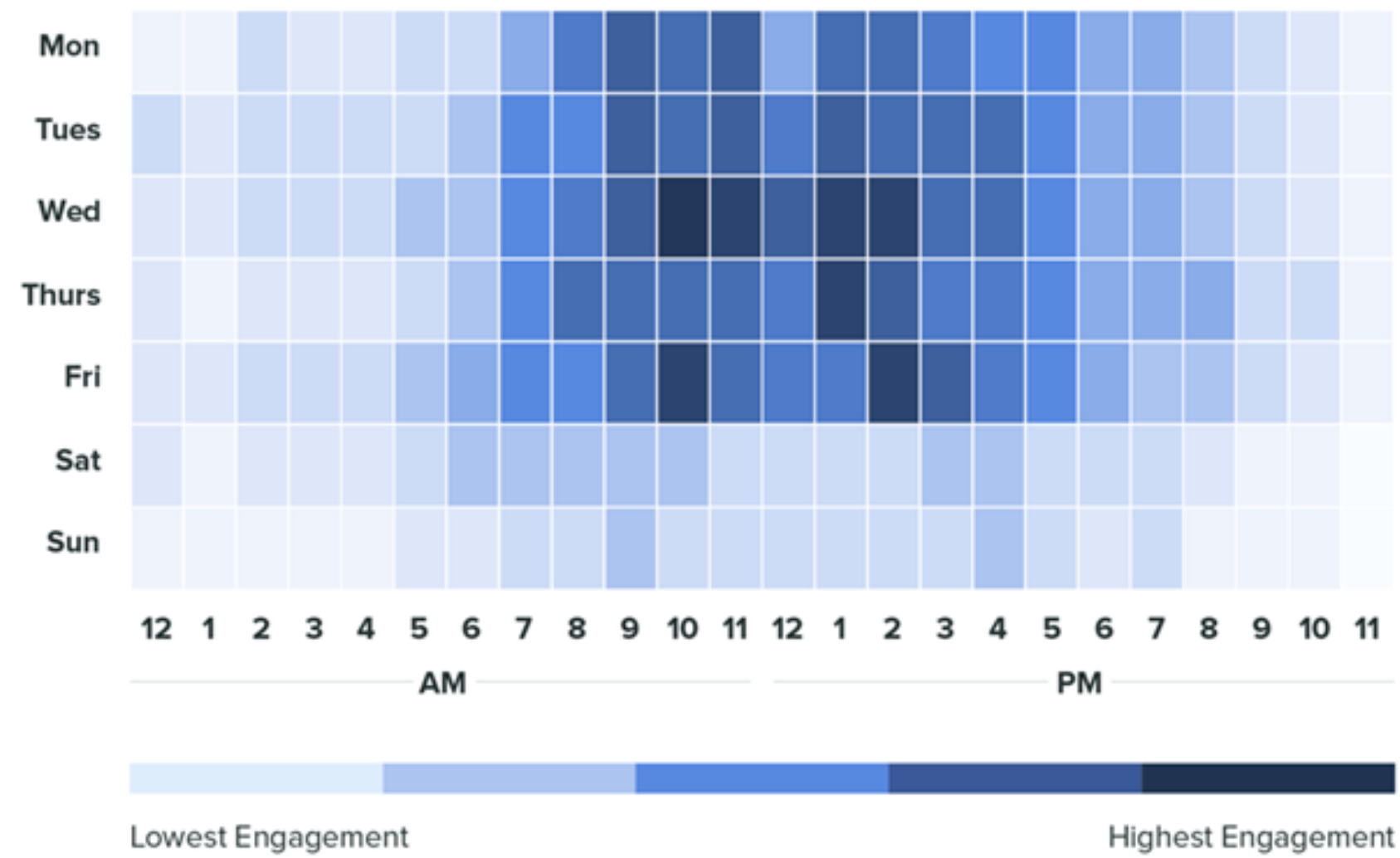


# 02

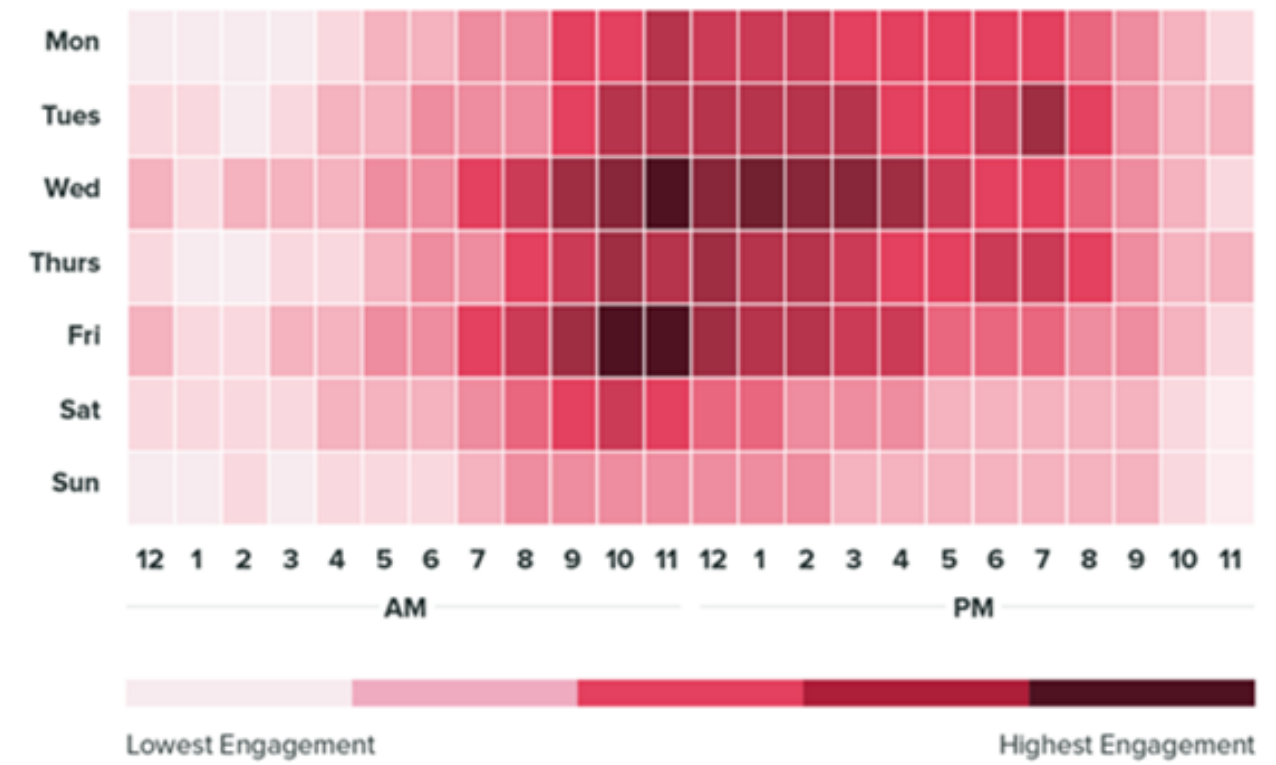
# WHEN TO POST



### Facebook Healthcare Engagement

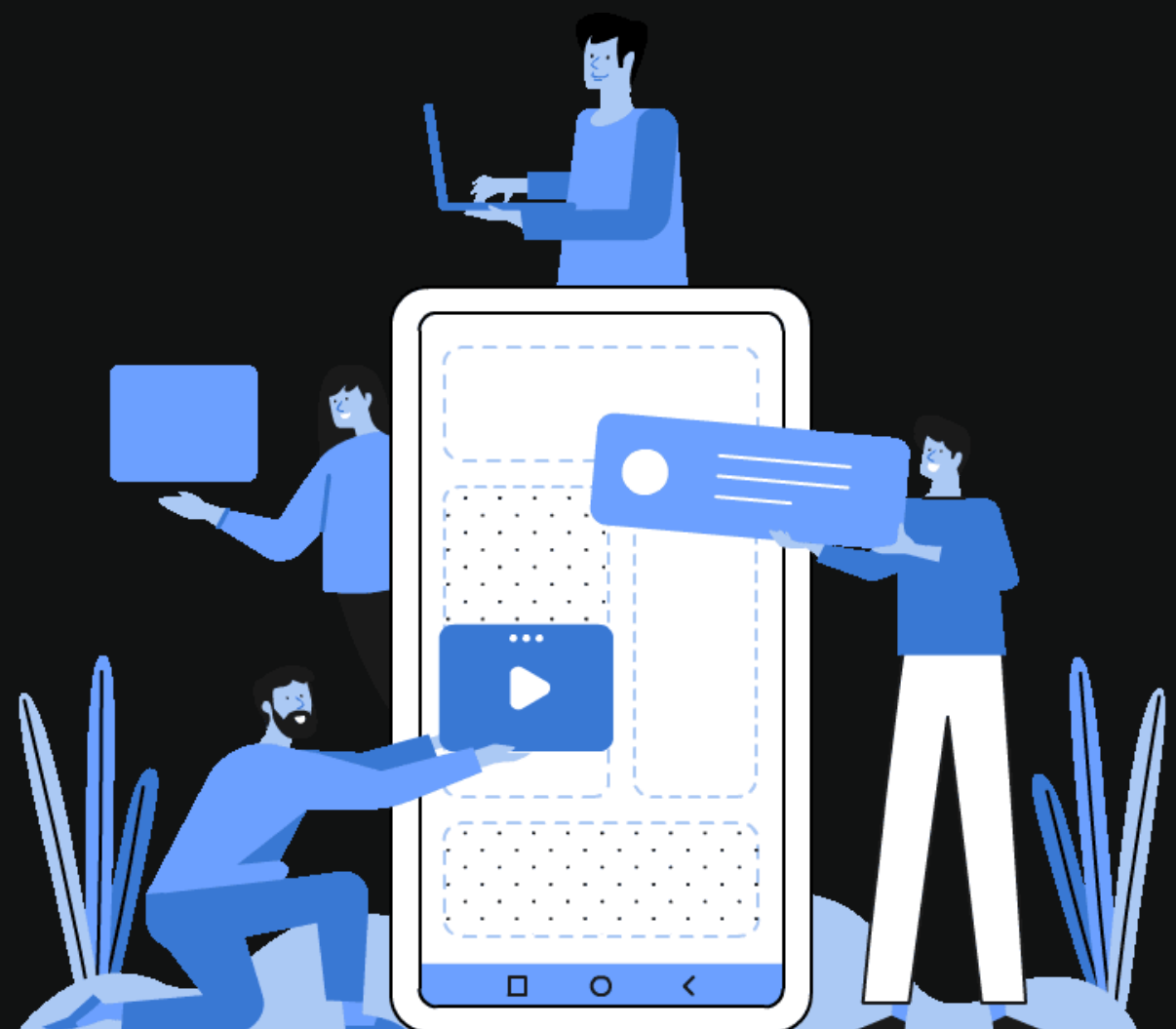


### Instagram Global Engagement



# 03

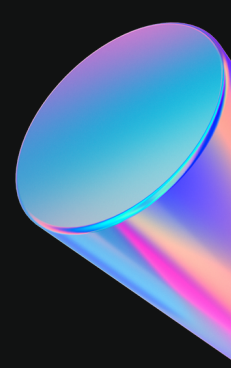
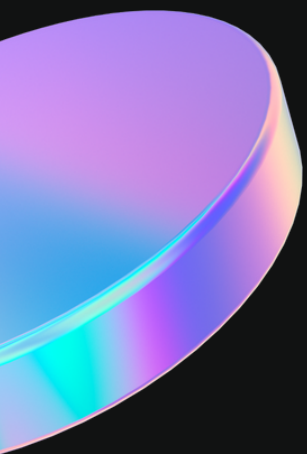
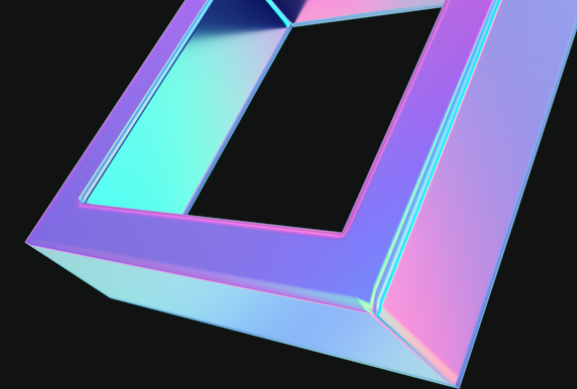
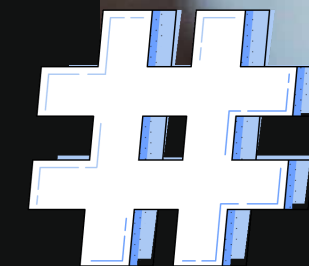
# MULTIMEDIA CONTENT



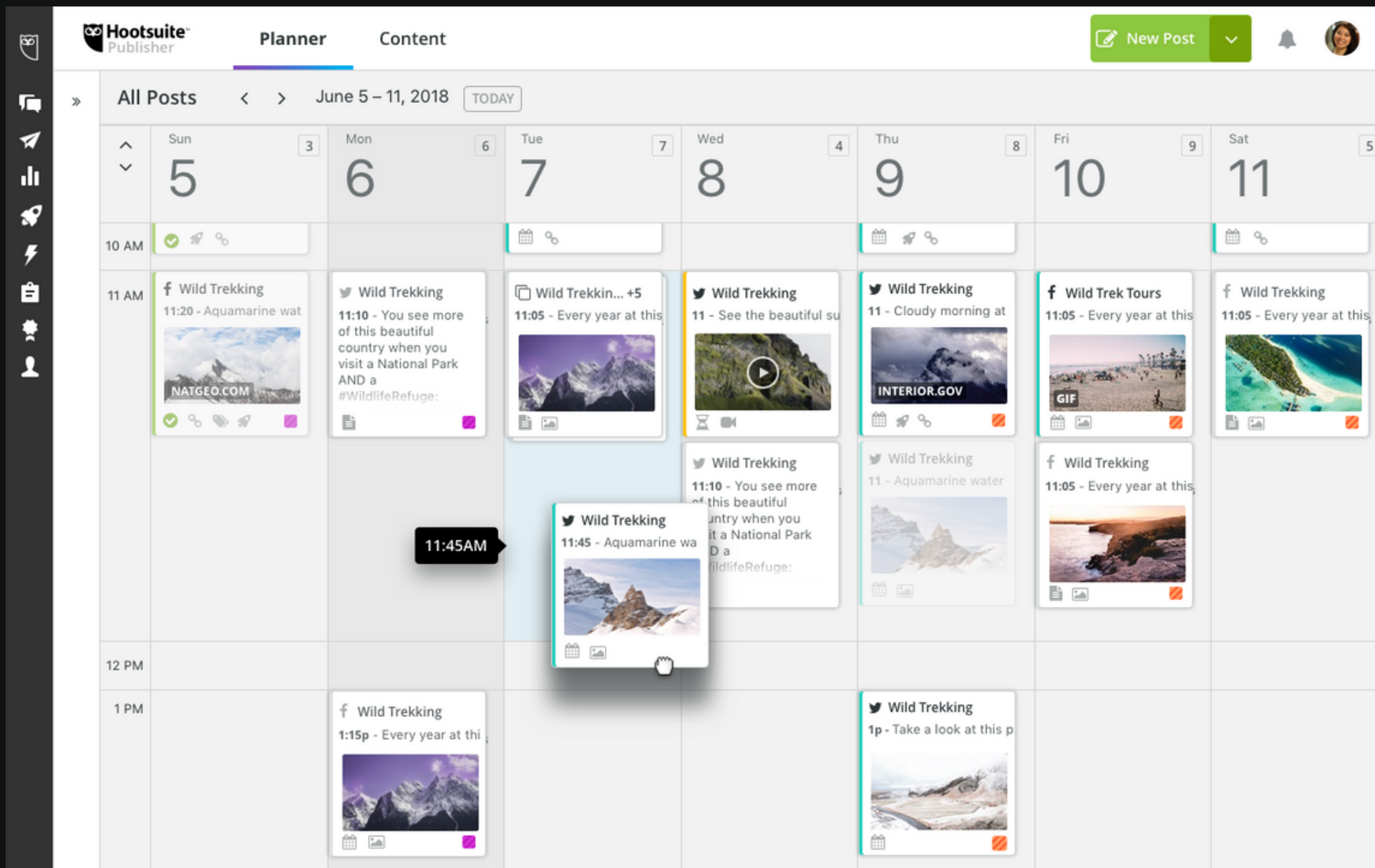
# 04

## HASHTAGS

- #SENIORLIVING - 30%**
- #SENIORCARE - 13%**
- #ASSISTEDLIVING - 11%**
- #RETIREMENT - 7%**
- #ELDERCARE - 6%**
- #HEALTHCARE - 6%**
- #INDEPENDENTLIVING - 6%**
- #ELDERLY - 5%**
- #ELDERLYCARE - 5%**
- #CAREGIVING - 5%**



# 05 SOCIAL MEDIA MANAGEMENT SYSTEM (SMMS)





LEDGEROCK  
SOLUTIONS WITHIN YOUR POWER