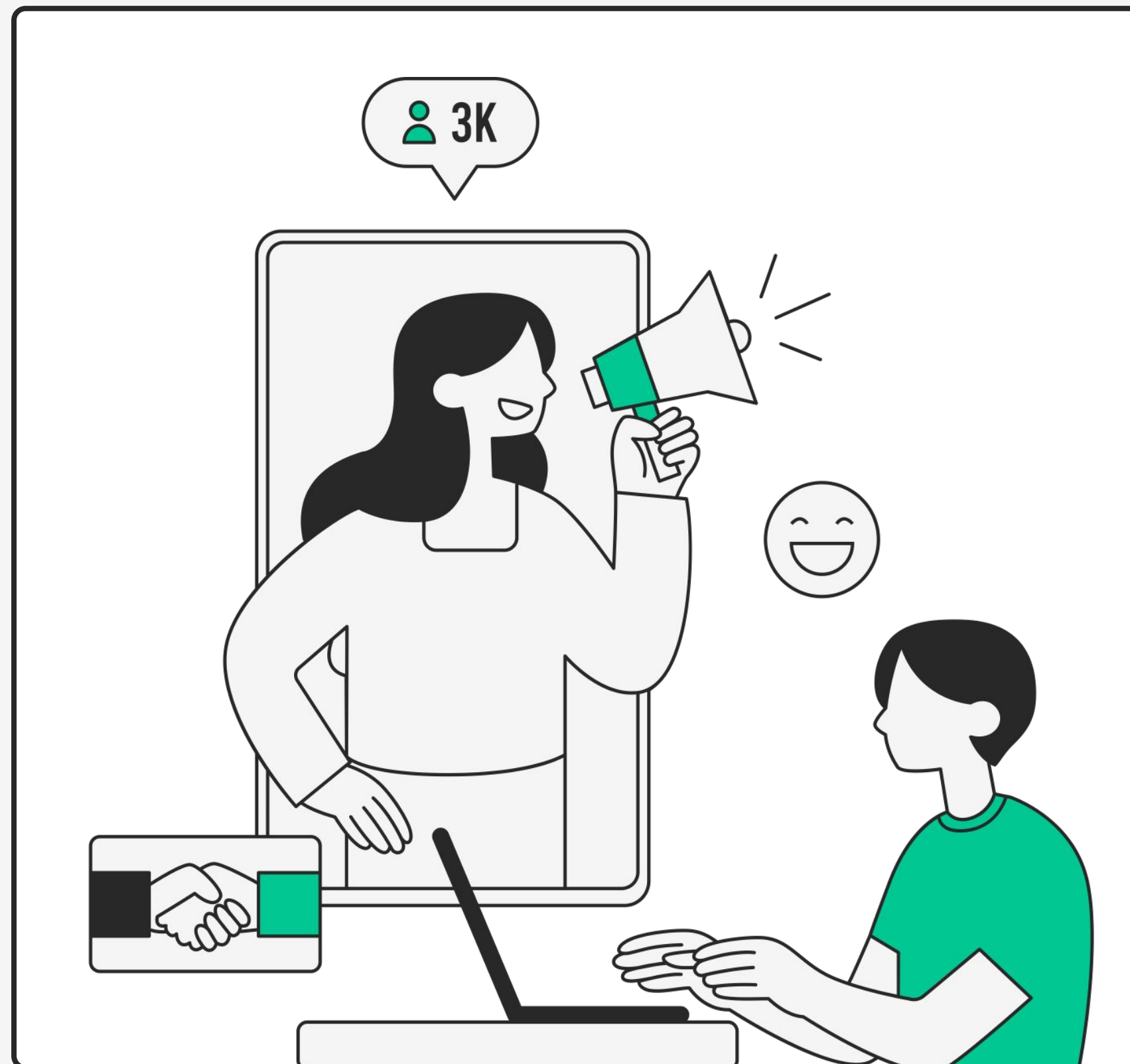




Making Social Media Work For YOU!

At Home in Alexandria, Capitol Hill Village, and Palisades Village

Agenda



- 1. Intros**
- 2. Maximizing Social Media**
- 3. The Value of Social Media**
- 4. Tools You Can Use**
- 5. Group Discussion**

Our Villages



At Home in Alexandria
Alexandria, VA, Est 2011
Social Media Managed By Staff

Social Media Overview

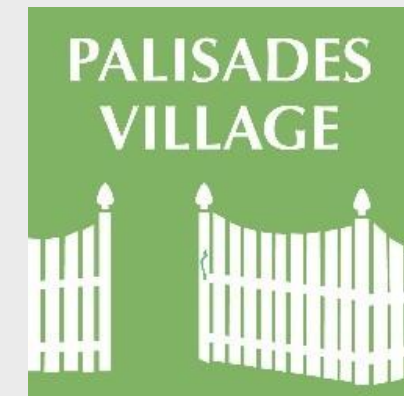
Facebook: 483 likes, 541 followers
Instagram: 154 followers
LinkedIn: 16 followers



Capitol Hill Village,
Washington DC, Est 2007
Social Media Managed By Staff

Social Media Overview

Instagram: 584 followers
Facebook: 667 followers
YouTube: 65 subscribers



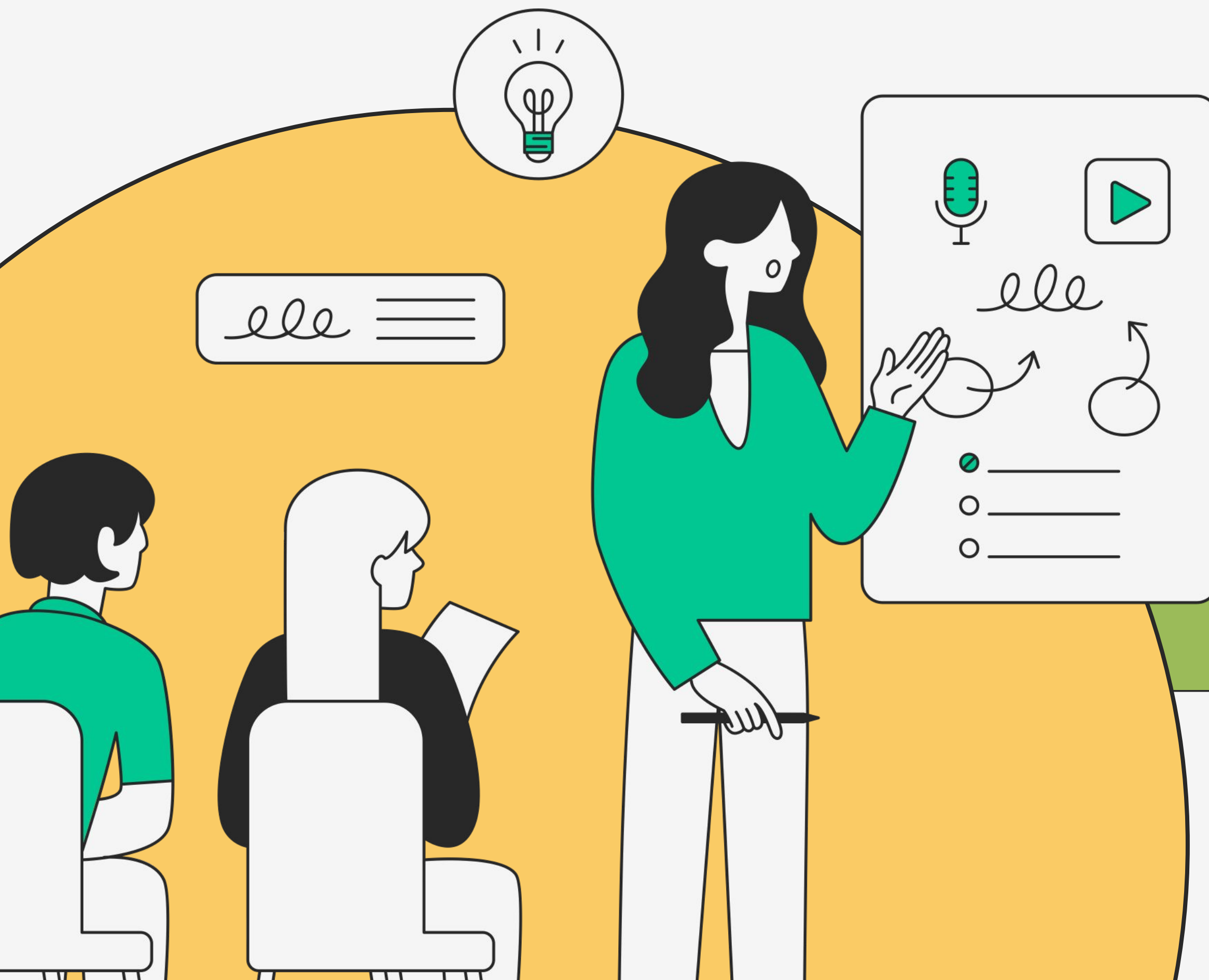
Palisades Village,
Washington DC, Est 2007
Social Media Managed By Staff

Social Media Overview

Instagram: 354 followers
Facebook: 221 followers
YouTube: 45 subscribers

01

Maximizing Social Media



What Is Your Goal?

Awareness of Your Village



Distribute Content



Community Awareness



What Is Your Goal?

Generate Leads



Fundraising



The Beacon
IN FOCUS FOR PEOPLE OVER 50

Get Press/Earned Media

Who Is Your Target?

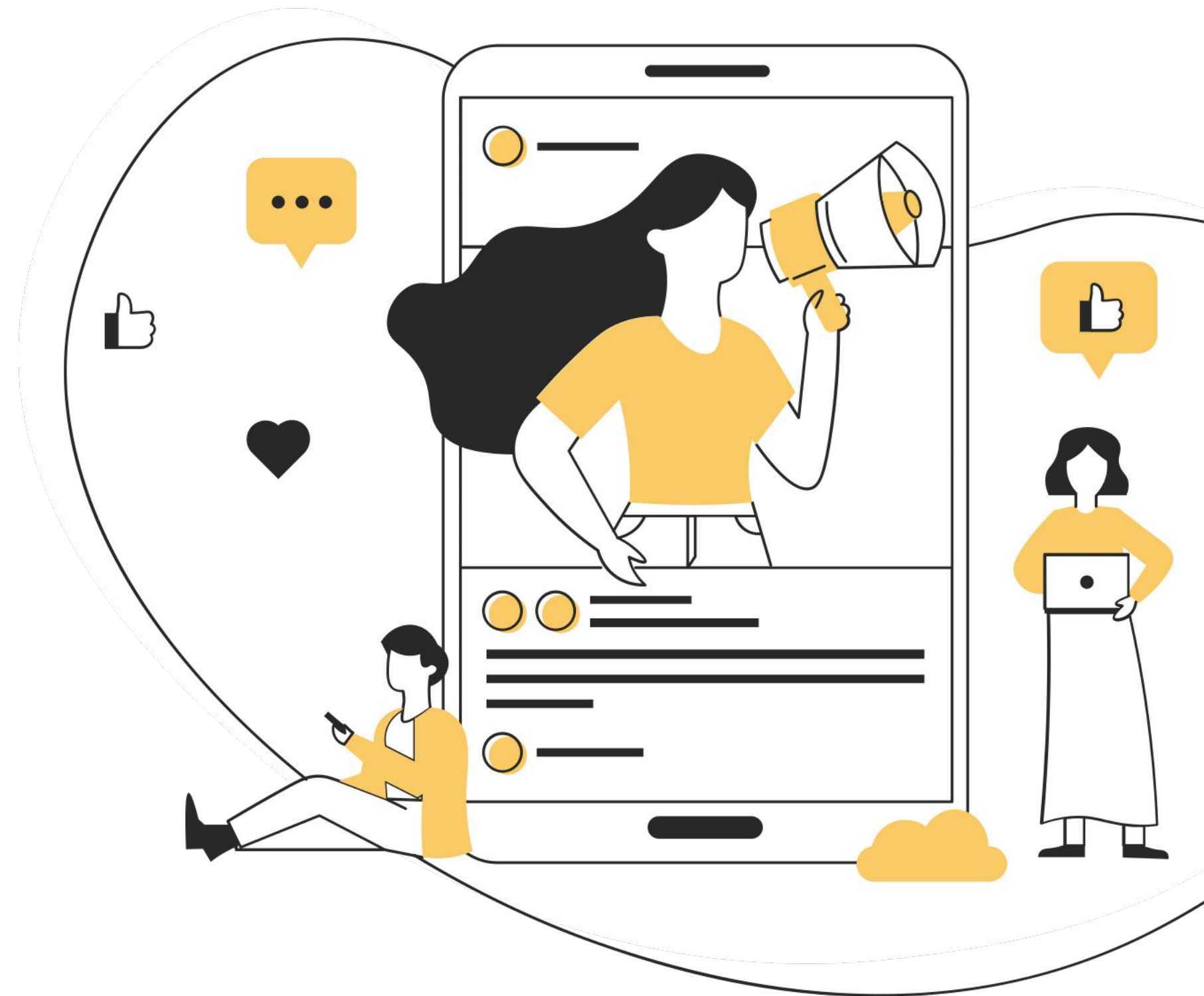
Who are you trying to reach with your message?

Where does social media fit in your marketing plan?

Potential Members and/or Volunteers

Caregivers/Adult Children

Potential Donors



Remember Who You Are!



- 01** **Persona**
- 02** **Tone**
- 03** **Language**
- 04** **Purpose**

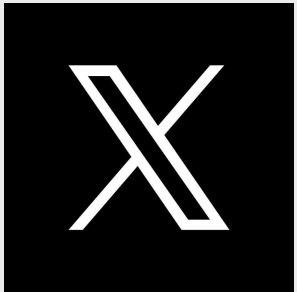
What Platforms Are You Using?

Platform	 Pros	 Cons
Facebook 	• Free, Stories, and Live Features • Business Page • Post Scheduling Tool • Popular Platform Among Folks 50+	• Narrow Reach
Instagram 	• Free, Stories, Reels, and Live Features • Post Scheduling Tool • Popular Platform Among Folks Under 40 and Businesses	• Narrow Reach • Not As Strong For Generating Leads or Fundraising

What Platforms Are You Using?

Platform	 Pros	 Cons
Tik Tok 	• More Casual Platform • Viral Factor • Tool For Advocacy and Awareness	• Focused on Short Video Based Content • Time Consuming • Very Narrow Audience
LinkedIn 	• Tool for Advocacy and Awareness • Direct Engagement • Potential Donors/Collaborators	• Narrow Audience • Requires More Frequent Posting to Be Effective

What Platforms Are You Using?

Platform	 Pros	 Cons
Youtube  YouTube	• Can Integrate With a Website and Zoom. • Live Feature. • Intended For Long Content (Ex: Educational Programs) or Short Fun Content, Like Tik Tok	• Developing A Strong Following Requires Commitment • Not As Interactive For Users
X (formerly Twitter) 	• Advocacy/Awareness Tool • Less Energy To Manage • More Direct Engagement	• Narrow Audience • Requires Substantial Following To See Impact • Does Not Have The Same Analytics As Other Platforms

Collaboration Is Key

You Share Them and They Will Share You

Allows You To Reach More People

Long Term Payoff

Screenshot from Palisades Community Association's Share of Palisades Village Post



Why Should Someone Follow You?

Is The Content You're Posting Interesting?

Are You Posting Consistently?

Try and Avoid:

-  **Too wordy posts**
-  **Posts with no description or explanation**
-  **Putting out content only focused on one purpose (ex: just for fundraising)**

Do People Know You Have Social Media?



Capitol Hill Village Brochure

All AHA Calendar of Events for the Remainder of the Month

RSVP for events online via AHA Hub or to the AHA office at AHA@AtHomeInAlexandria.org or 703.231.0824. Click on any title to read more about the event on the AHA Hub calendar page. All events are also viewable on AHA's public website: www.AtHomeInAlexandria.org.

Below is the calendar for the remainder of the month:

Thursday, August 15 at 5pm – [Men's Night Out](#) at Aldo's Italian Kitchen
Saturday, August 17 at 12pm – [AHA Lunch Group](#) at 1799 Prime Steak and Seafood
Thursday, August 22 at 12 pm – [Lunch Around](#) at Chadwick's
Thursday, August 22 at 2pm – [Oh Hell, Let's Play Cards](#) at AHA office
Tuesday, August 27 at 10am – [Coffee and Conversation](#) at Royal Restaurant
Thursday, August 29 at 1pm – [Tech Thursday: How to Share Digital Photo Albums](#) at AHA office

At Home in Alexandria
3139 Mt. Vernon Avenue
Alexandria, VA 22305
703.231.0824
AHA@AtHomeInAlexandria.org
www.AtHomeInAlexandria.org

Click the icons below to follow us on socials

AHA e-Blast

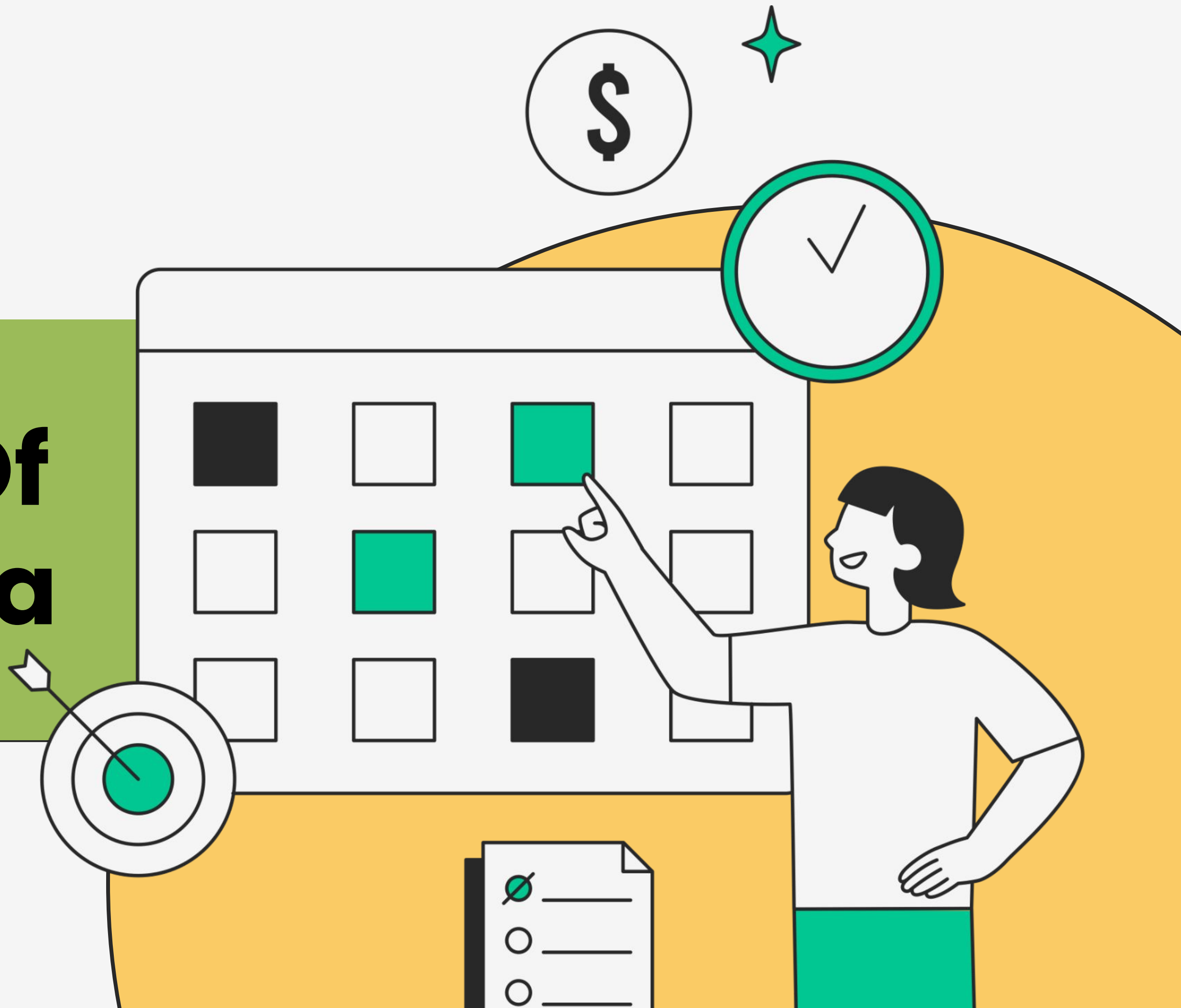
Is Your Social Media On Your Marketing Materials?

Social Media Classes For Members

Outreach & Incentivizing

02

The Value Of Social Media



HEAR FROM AN AHA MEMBER!

I am so grateful for all the volunteer help AHA has provided to me, plus transportation to medical appointments. Having a genial driver to chat with en route makes the sometimes scary destination very relaxing and is much appreciated. Thank you. AHA's quick responses ease my anxiety.

SHIRLEY
AHA MEMBER



Highlighting The Value Of Villages

- What a village does (ex: testimonies from your members, volunteers, events)
- Who your village serves
- Videos can be more impactful
- End of the year wrap up posts/impact report

Events

- Invite your social media followers to events
- Attract younger folks to events
- Shows prospective members/family members what the Villages have to offer
- Documents events/other members can access pictures



AA!
— AT HOME IN —
ALEXANDRIA

Happy Hour

Sat, July 20th | 5:00pm

Come see what our senior village
is all about!

The Community Room
Carlyle Towers
2151 Jamieson Ave.



Capitol Hill Village
August Highlights



August 3



Memory Studio
An Artful Aging workshop series for persons with Memory Loss. This workshop will include live music and movement, healthy snacks, and art activities inspired by work from the Phillips Collection. Discover how creative activity can boost your spirits and build connections.
August 3rd, 1PM-4PM, registration required.

August 13



Metro Access: Everything You Need to Know
Metro Access is a public paratransit service for DC residents unable to access Metrobus or Metrorail due to a disability. In this presentation, Brigid Doherty, Metro Mobility Specialist, gets into the details of the service and answers all your questions. Open to all. **August 13th, 11PM-12PM, ZOOM**

August 27



CHV Grief Support Group
Have you experienced a loss? Are you having difficulty coping with feelings of grief? You are not alone. Capitol Hill Village invites you to join our Grief Support Group. Open to all. **Tuesdays, 11PM-12PM, Capitol Hill Towers, Computer Room, 900 G Street NE**

To learn more or register go to <https://capitolhill.helpfulvillage.com/events>

**Join us: Tuesday,
June 18th at 10am!**

financial literacy

WHAT IF KIT



on Zoom!

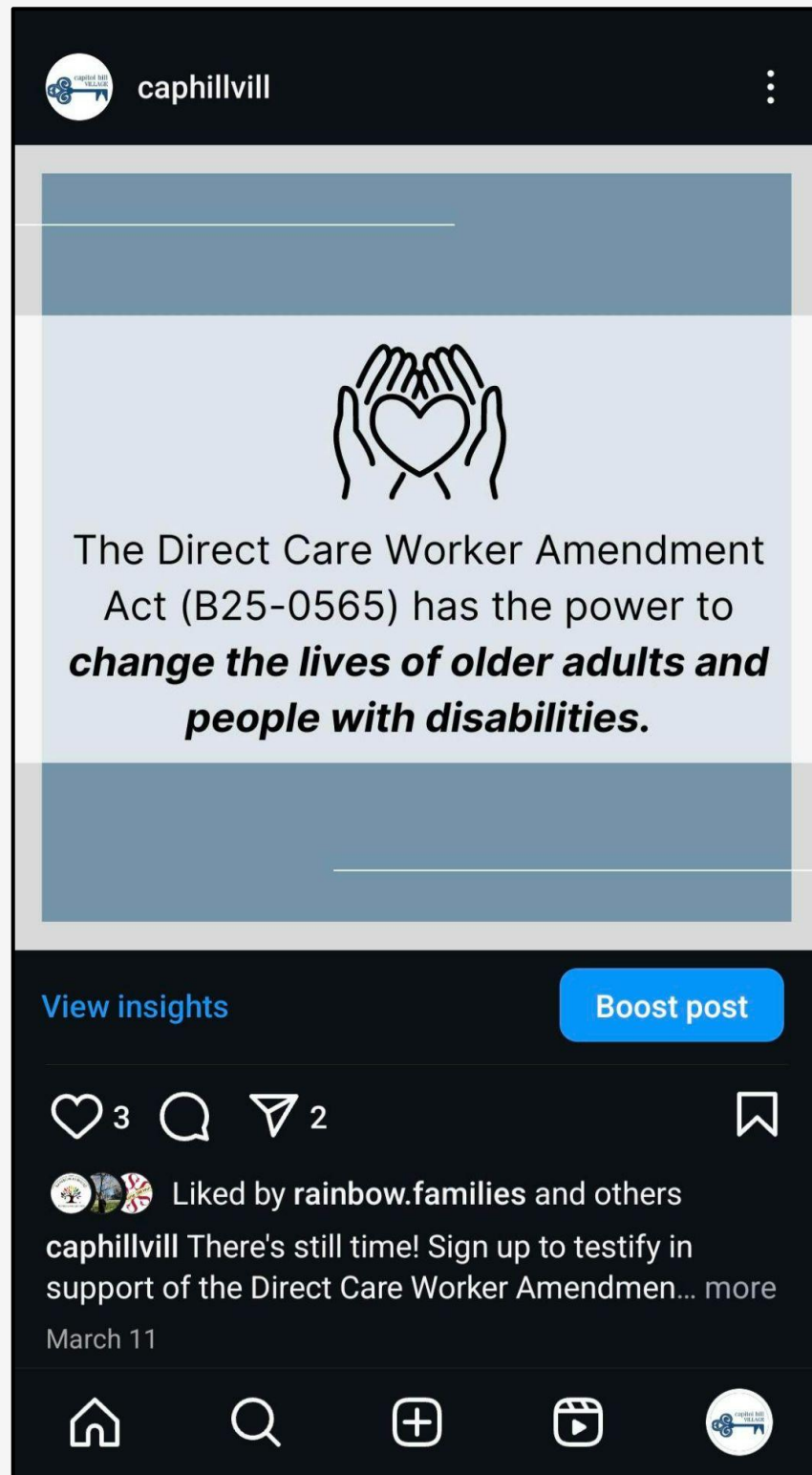
Palisades Village DC
August 6 at 6:48 PM

In addition to all the activities that we have for our members, we have all sorts of free programs open to the public. Come join us this month!

Get Active and Involved!

Book Club - The Personal Librarian by Marie Benedict and VC Murray Monday, August 5 1:00 pm Zoom	Singin' in the Rain Movie Sing-Along Tuesday, Aug 13 1:30 pm Palisades Hub
Yoga Tuesday, Aug 6 & 13 3:00 pm Palisades Hub	Fitness for Strength & Balance Mondays and Thursdays 3:30 pm Palisades Hub
Walking Club Wednesday, Aug 7, 14, 21, 28 8:30 am C&O Canal Towpath	Mindful Knitting Wednesday, Aug 14 & 28 5:00 pm Zoom

Palisades Village is a non-profit organization that focuses on helping older adults live independently, comfortably, and safely in their own homes. We offer inter-generational opportunities to socialize, learn, exercise, volunteer, and enjoy life.
Visit palisadesvillage.org or call 202-244-3310 for more information.



Advocacy

- Increase awareness about important causes
- Cross posting/increase followers
- Easily and quickly share and reach people
- Highlight personal stories

Screenshot from Capitol Hill Village's Instagram about the Direct Care Worker Amendment Act



Palisades Village DC

August 9 at 3:09 PM · 🌐

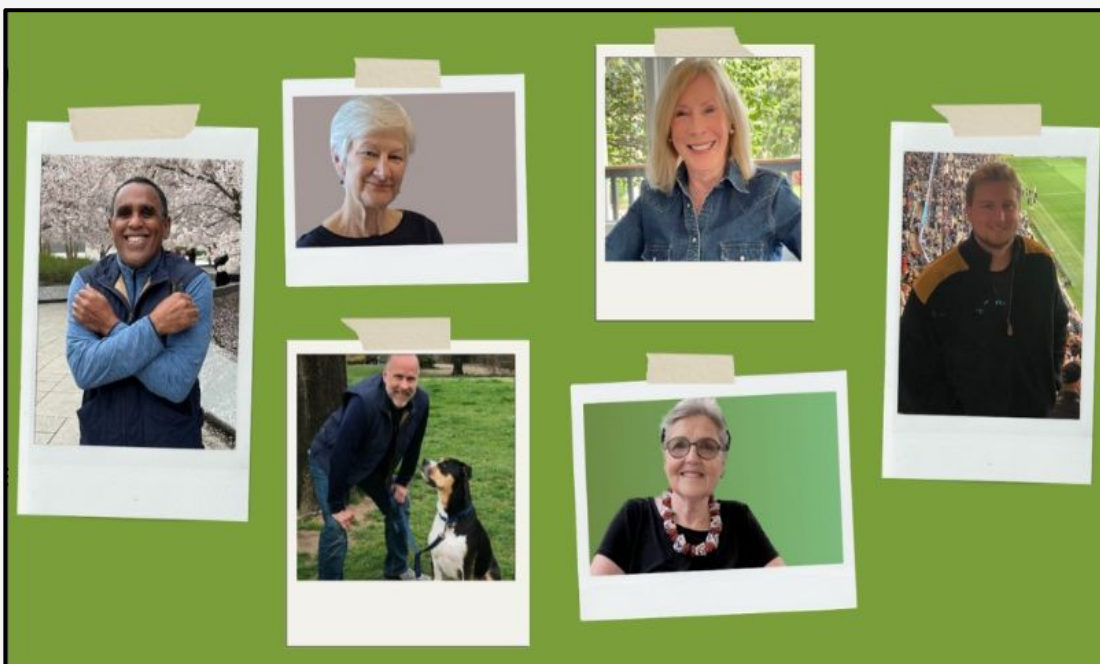
Did you know that residents over age 65 get 50% off all Metrorail and Metrobus fares? To get a Senior SmarTrip card, show a valid government-issued photo ID with proof of age at Metro's Transit Accessibility Center (655 Virginia Ave SW, between 7th Street and 6th Street) or all Montgomery County Public Libraries. Just think -- no parking! No gas or mechanic bills!



This post was from Capitol Hill Village's transportation social media toolkit

Resource Sharing

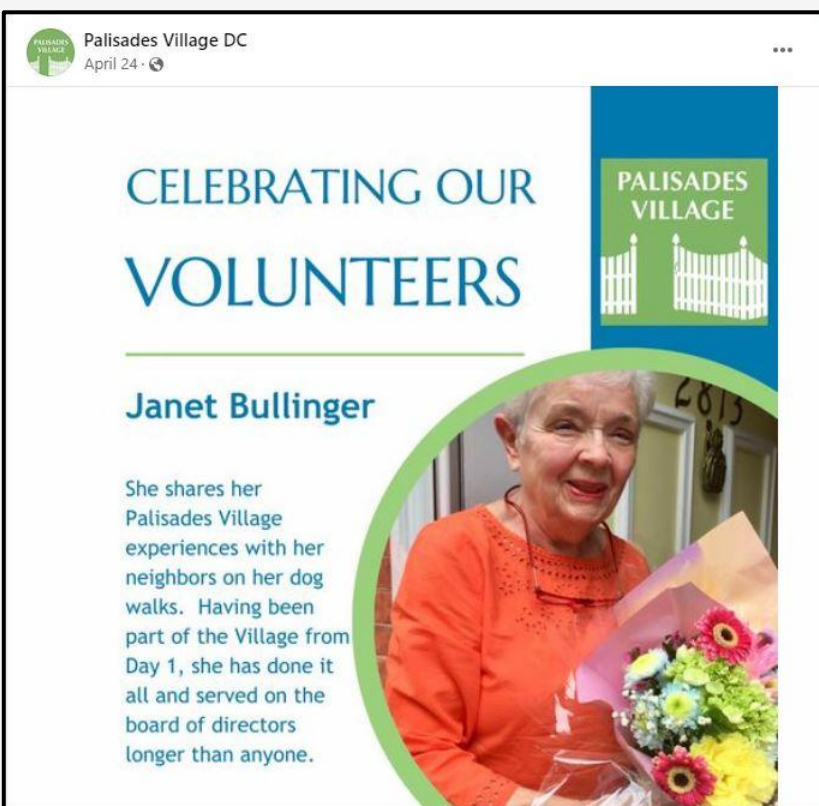
- Establish your Village as a source of info relevant to older adults, caregivers and adult children
- Share information from trusted partners or government sources
- Real time updates



Pictured here are only a few of our amazing AHA volunteers! Without our wonderful volunteers, AHA's whole business model breaks down. These individuals go to great lengths to help our members every day. We are deeply grateful for all that they do!

Volunteer Recognition

- Show appreciation to your current volunteers (a little goes a long way)
- Give potential volunteers an idea of volunteer opportunities your Village offers
- Plan ahead, April is National Volunteer Month!



These volunteer posts from Palisades Village were made in Canva!



At Home in Alexandria

54m · 🌐

Stop by our table at the Community Volunteer Fair on Saturday, September 7th! We are always looking for new volunteers to support our senior village and would love to meet you!



COMMUNITY VOLUNTEER FAIR

3-5 PM
7
SEPT



Come to the volunteer fair to discover
how you can help our community!
Enjoy a free snow cone while you visit
booths from various charities and learn
about volunteer opportunities.

The Church of Jesus Christ of Latter-day Saints
2810 King St. Alexandria, VA

Contact Amy Barker at amysbarker@mac.com
with questions or interest in hosting a booth.

Volunteer Recruitment

- Specific requests for volunteers for Village events, trainings, etc.
- Let your followers know about events your Village will be tabling at.
 - Think community fairs, farmers' markets, festivals, etc.
- Share instructions for completing your Village's volunteer interest form
- Post about current volunteer's as examples of what volunteers can do

Ways To Support Capitol Hill Village For Giving Tuesday

1

Donate to the Fulcrum Foundation. They are matching up to \$2,500 in total donations until, December 1st. Donate at: <https://tinyurl.com/29tj5yfm>

2

Contribute via Spur Local during a "Power Hour" between 9-10am, 12-1pm, 3-4pm, or 7-8pm at: <https://givelocaltogether.org/o/capitol-hill-village>

3

Donate directly to Capitol Hill Village by calling 202-543-1778 or online at: www.capitolhillvillage.org/2023donation



GIVING
TUESDAY



Fundraising

Annual fundraisers (ex: CHV Auction and Gala, Palisades Annual House Tour)

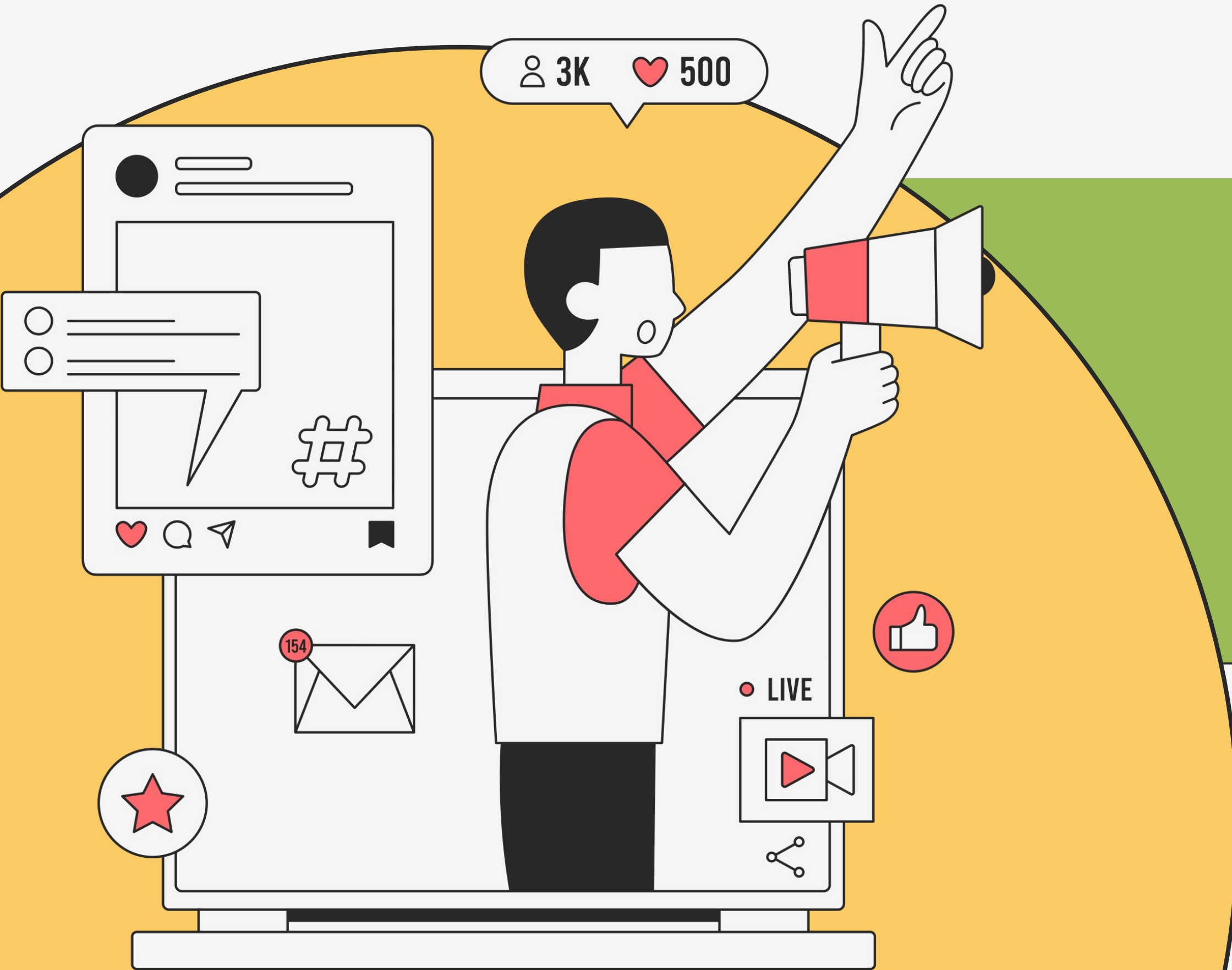
#GivingTuesday (the Tuesday after Thanksgiving, December 3rd). Global giving campaign, started in 2012.

Go Fund Me Campaigns in emergencies

Sharing is easy and free!

03

Tools You Can Use



You Can Use...



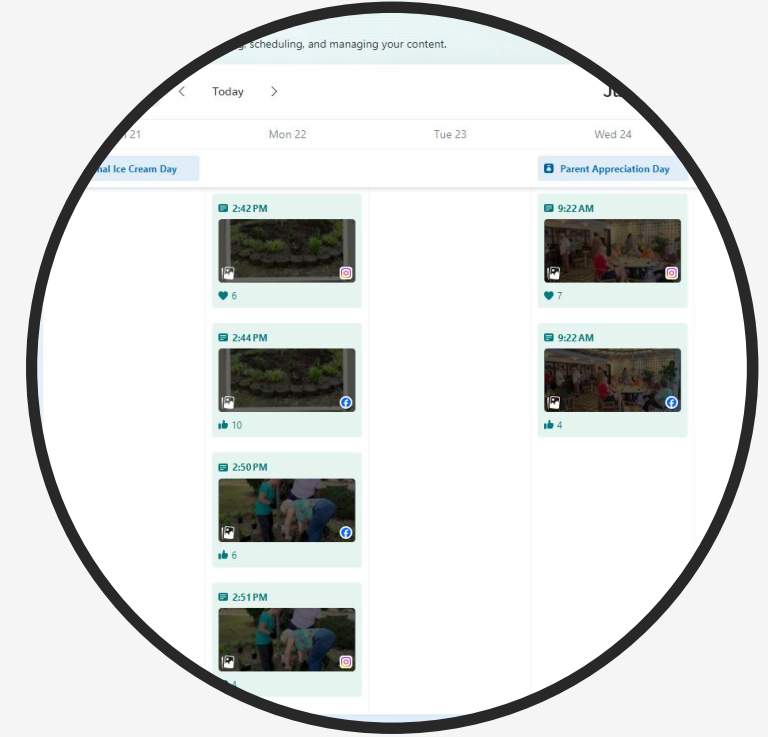
1. Your Members/Volunteers

- You don't need paid staff to create awesome social media content.
- Members or Volunteers can share their own photos and quotes from events, help brainstorm content.



2. Canva

- Canva is an easy to use graphic design software allowing you to create flyers, social media posts, logos, etc.
- Apply for Canva for nonprofits. Get premium content and access to their stock photo library free of charge.



3. Post Scheduling Tools

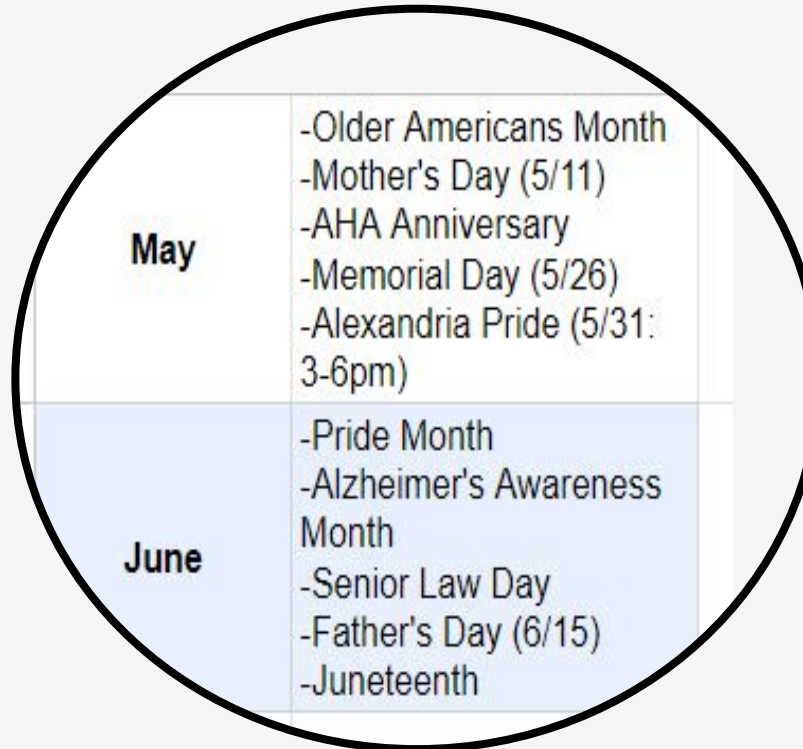
- Scheduling tools, like Facebook's content planner tool, allow you to create content in advance and schedule posting whenever you'd like.
- Easy and convenient!

You Can Use...



4. Reposting/Social Media Toolkits

- Encourage active listening to audience feedback and respond promptly to comments, messages, and mentions to build rapport and trust through personalized interactions.
- Toolkits are predeveloped posts and captions (ex: vaccine awareness from the CDC). Allowing for easy posting!



5. Social Media Calendars

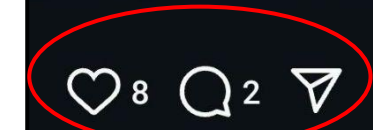
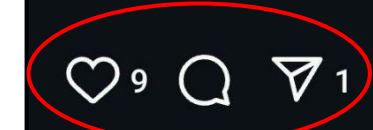
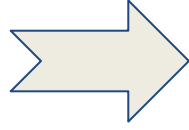
- Plan out your social media postings over whatever time frame works for you: weekly, monthly, annually... to stay on track of your posts.
- Can easily be shared between Members/Volunteers.



6. Incentives

- Promote engagement with contests, challenges, and campaigns using user-generated content to boost brand authenticity and create a sense of community among followers.

Getting Results Doesn't Have To Be Complicated





Let's Discuss!

Contact Us



Veronica Ferris

Marketing & Membership Manager

veronica@athomeinalexandria.org



Sophia Ross

Digital Media and Grant Program Strategist

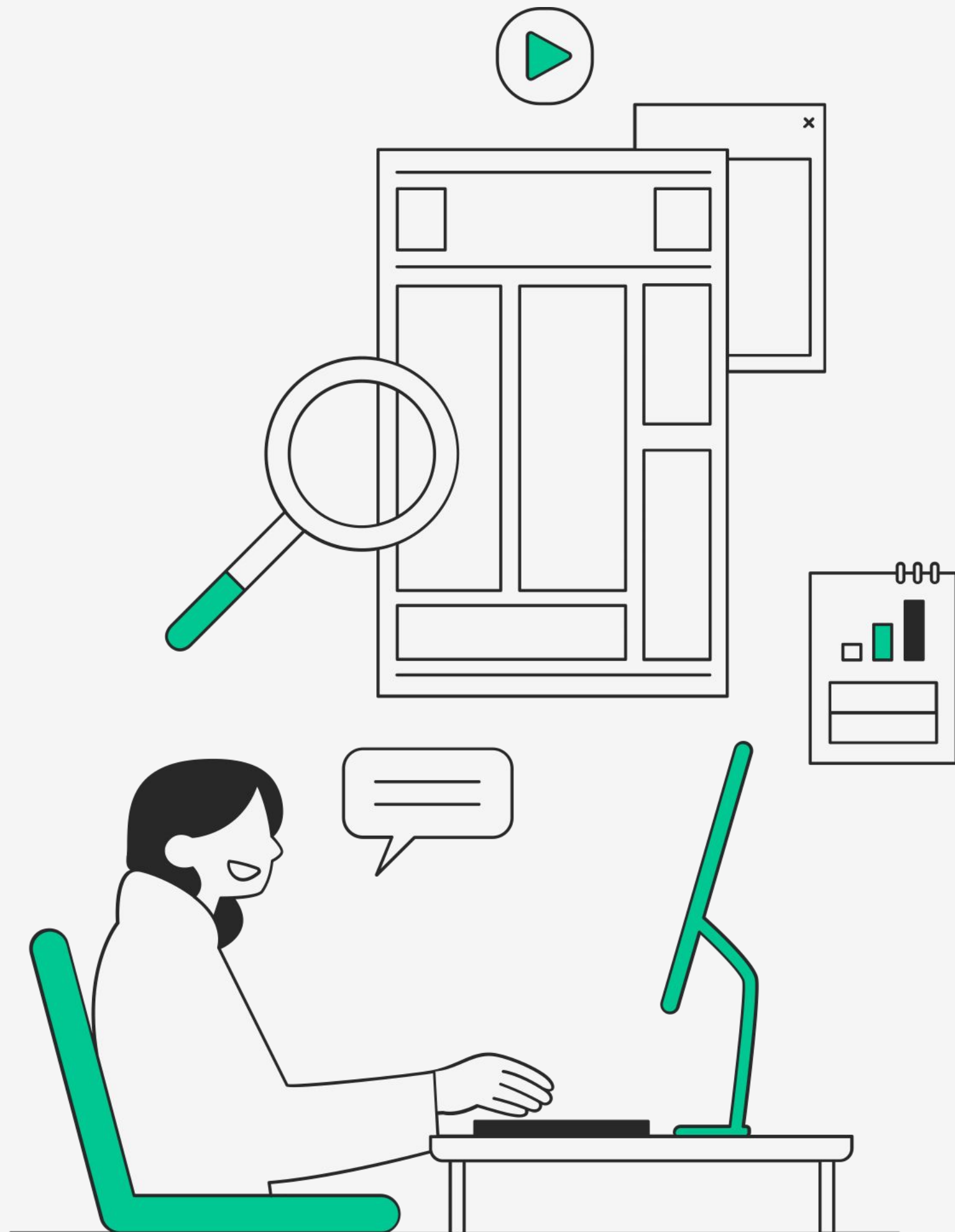
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Erica Blanton

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eblanton@palisadesvillage.org



CREDITS

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