

2009 Social Media Recap

Social technologies are transformative and are here to stay. The statistics are mind blowing.

The static, brochure-style website is going the way of the dinosaurs. Dynamic, interactive websites that encourage dialog and participation and help you build relationships with customers and prospects is where it's at.

Your customers are online, in a big way, and they love social networking and social media. The fact that seniors are Facebook's fastest growing demographic, is just one reason that you should be there.

Many experts, including myself, believe that social media/networking can and will have a profound impact on the quality of life of seniors living at home and in retirement communities - allowing them to stay connected to friends and family like never before.

Social media can be used for employer branding purposes and to help you recruit top talent. Sites like LinkedIn and Twitter can help you attract and engage both management and care staff.

Privacy and HIPAA issues, while important in our industry, should not prevent companies from adopting social technologies. With the proper strategies, policies, and guidelines in place, senior living and LTC companies can safely participate on the social web.

Keeping up with the fast paced world of social media can be a job in and of itself, and presents one of the biggest challenges for companies in every industry. New tools and applications enter the market every day such as: Twitter; Facebook; Email; Blogs; LinkedIn; YouTube

Most senior living and LTC companies believe that social media ROI is difficult, if not impossible, to measure. However, that doesn't have to be the case with many new ROI measurement tools available today.

Source: CareNetWorks Blog