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# Social Media ... at Work

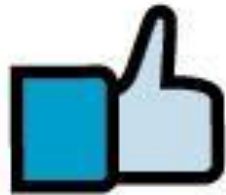
Lionsview - Services to Seniors Coalition



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# Social Media *in the* Workplace





# Lets look at ...

- What is Social Media?
- The Reach
- Putting it to Work
- Seniors & Social Media
- The Downsides
- So...how do we do this?



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JAN  
2018

# DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS



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TOTAL  
POPULATION



**7.593**  
BILLION

URBANISATION:  
**55%**

INTERNET  
USERS



**4.021**  
BILLION

PENETRATION:  
**53%**

ACTIVE SOCIAL  
MEDIA USERS



**3.196**  
BILLION

PENETRATION:  
**42%**

UNIQUE  
MOBILE USERS



**5.135**  
BILLION

PENETRATION:  
**68%**

ACTIVE MOBILE  
SOCIAL USERS



**2.958**  
BILLION

PENETRATION:  
**39%**

we  
are  
social



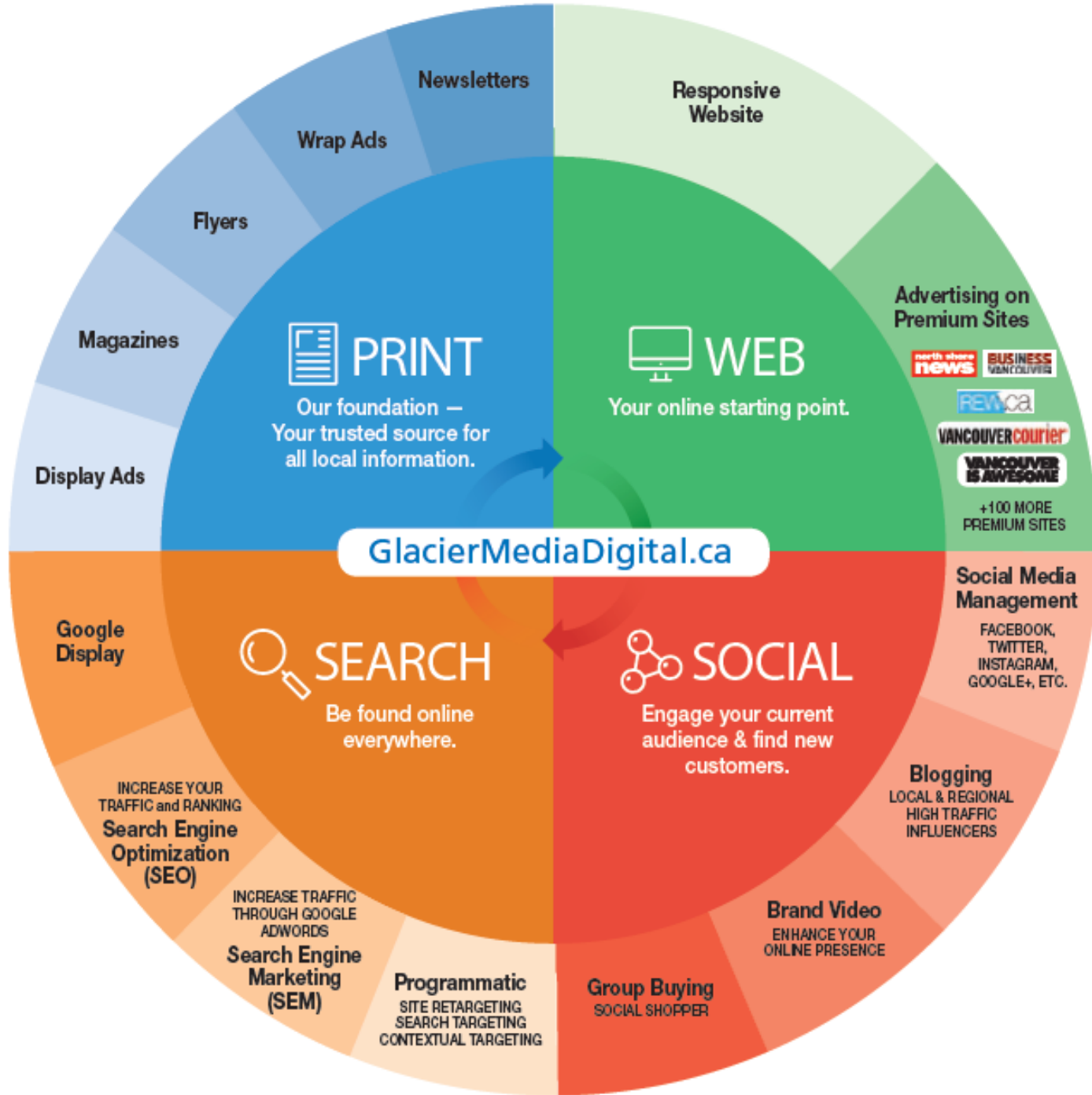
we  
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# What is Social Media?

- Interactive Web 2.0
- User Generated
- Many “sources” to many “receivers”
- User-created profiles
- Can be targeted (by location, time, search, demographics, activity, likes etc.)



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# The Reach

1.	Facebook	2.30b
2.	YouTube	1.90b
3.	Whatsapp	1.50b
4.	FB Messenger	1.30b
5.	WeChat	1.04b
6.	Instagram	1.00b
7.	QQ	808m
8.	Qzone	563m



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# The Reach

9. TikTok	500m
10. Sina Weibo	411m
11. Twitter	336m
12. Reddit	330m
13. Baidu Tieba	300m
14. Skype	300m
15. LinkedIn	294m
16. Viber	260m



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# The Reach

17. Snapchat	255m
18. Line	203m
19. Discord	200m
20. Pinterest	200m
21. Telegram	200m
22. Tinder	100m



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# The Reach

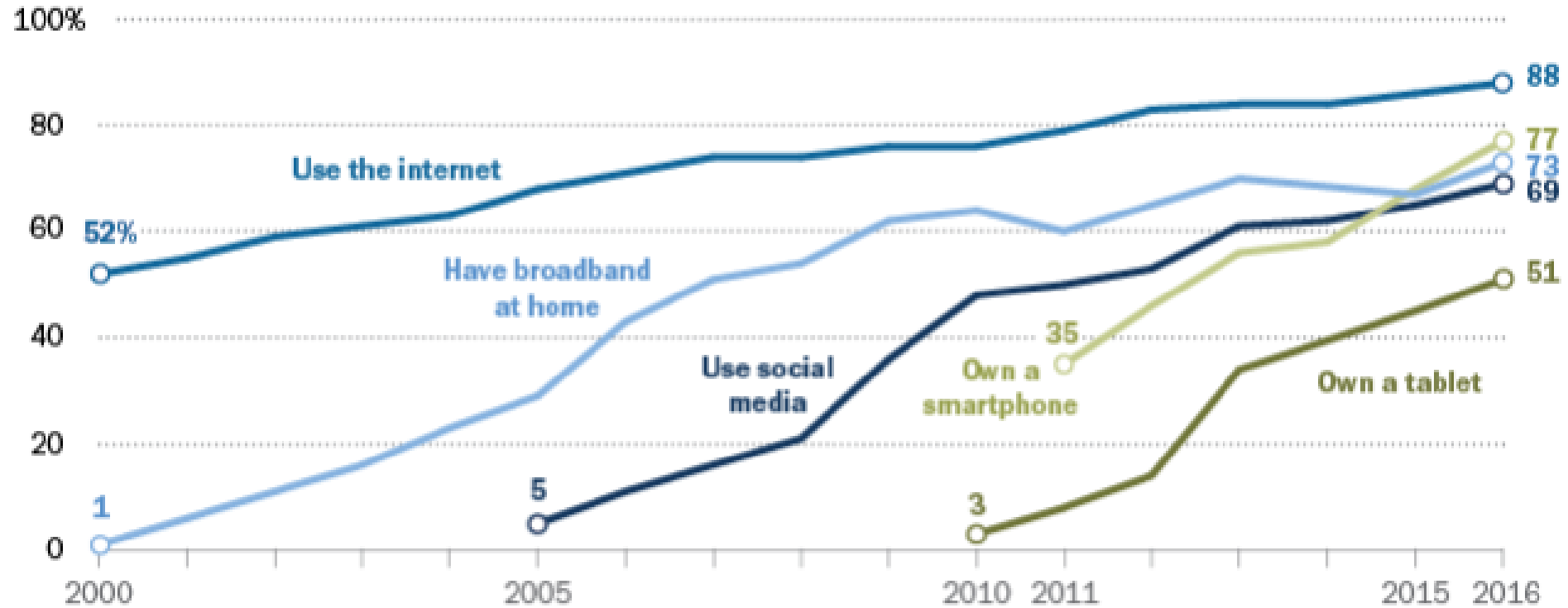


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## The evolution of technology adoption and usage

% of U.S. adults who ...



Source: Surveys conducted 2000-2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

PEW RESEARCH CENTER

# The Reach...in Canada

- 94% of online Canadian adults
- 84% have Facebook
- 75% of 55+ are on Facebook
- YouTube - 18-24yr olds
- LinkedIn - professionals
- Snapchat, Tumblr, Reddit - youngsters
- Pinterest, Instagram - women



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# Putting it to Work

- Marketing (low cost, high reach, targeted)
- Recruitment
- Research
- Employee Recognition
- Collaboration
- Monitoring

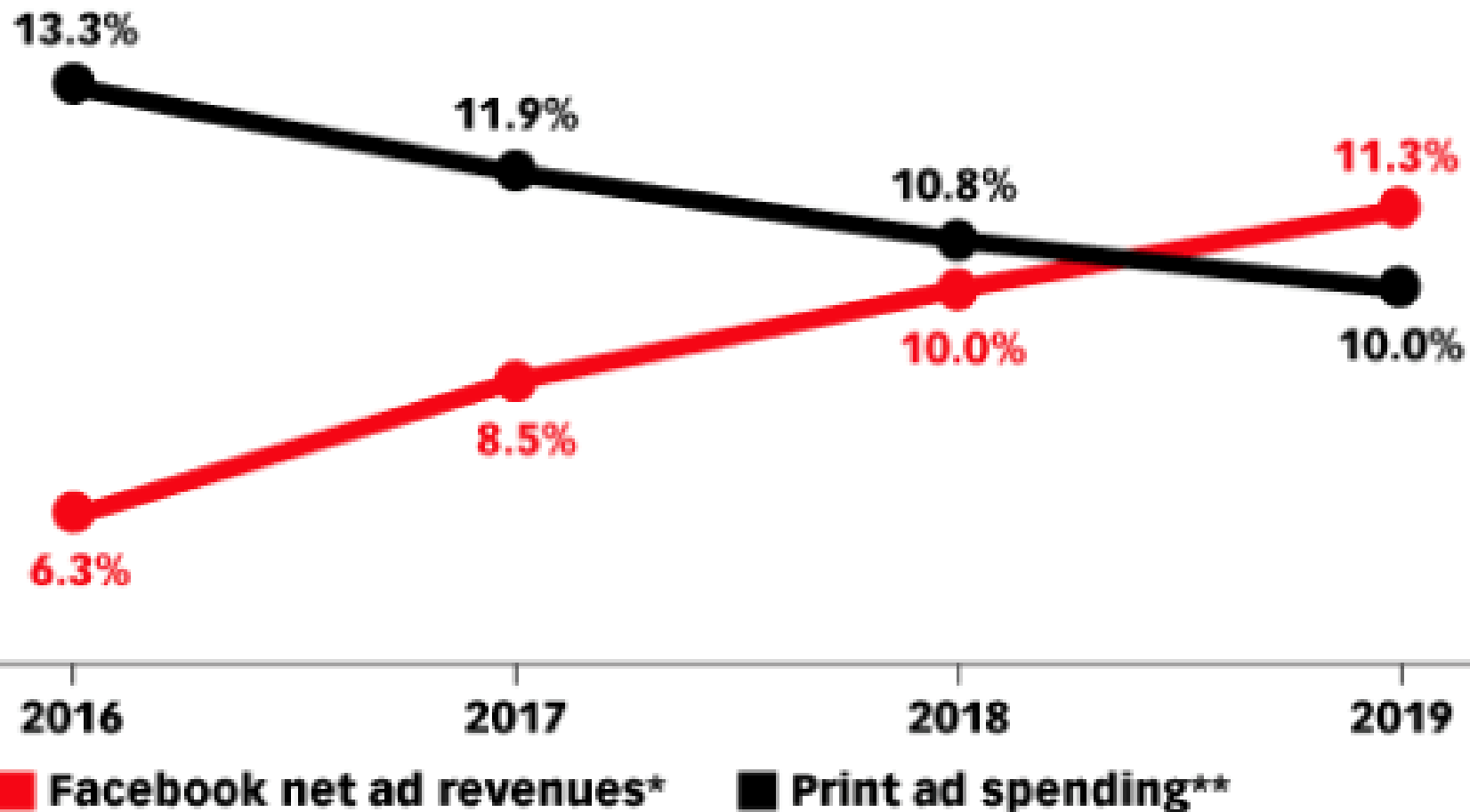


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# US Facebook Net Ad Revenue\* Share vs. Print Ad Spending\*\* Share, 2016-2019

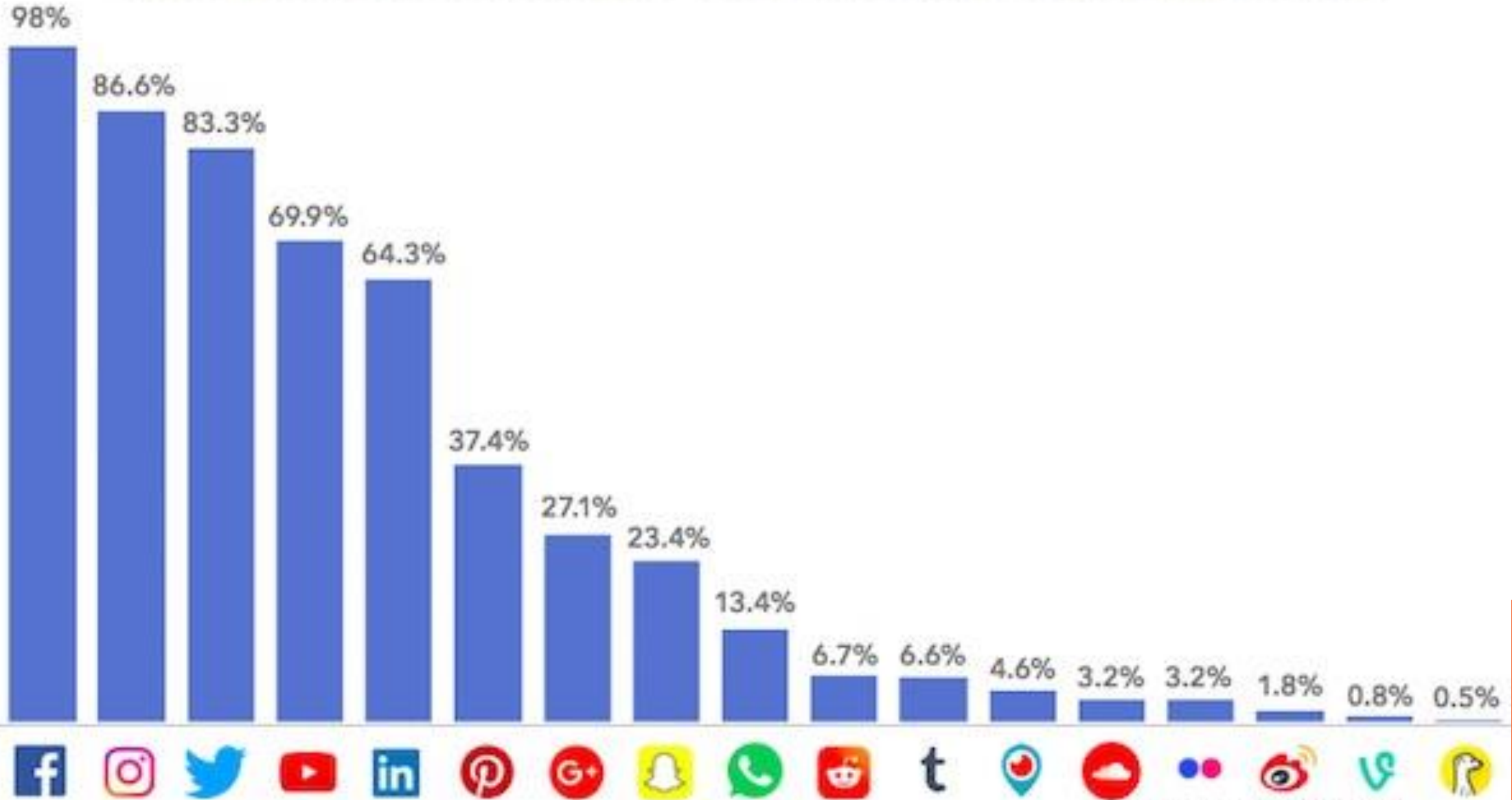
*% of total media ad spending*



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# Which Social Networks Do You Currently Use as a Marketer?



Simply Measured, 2017



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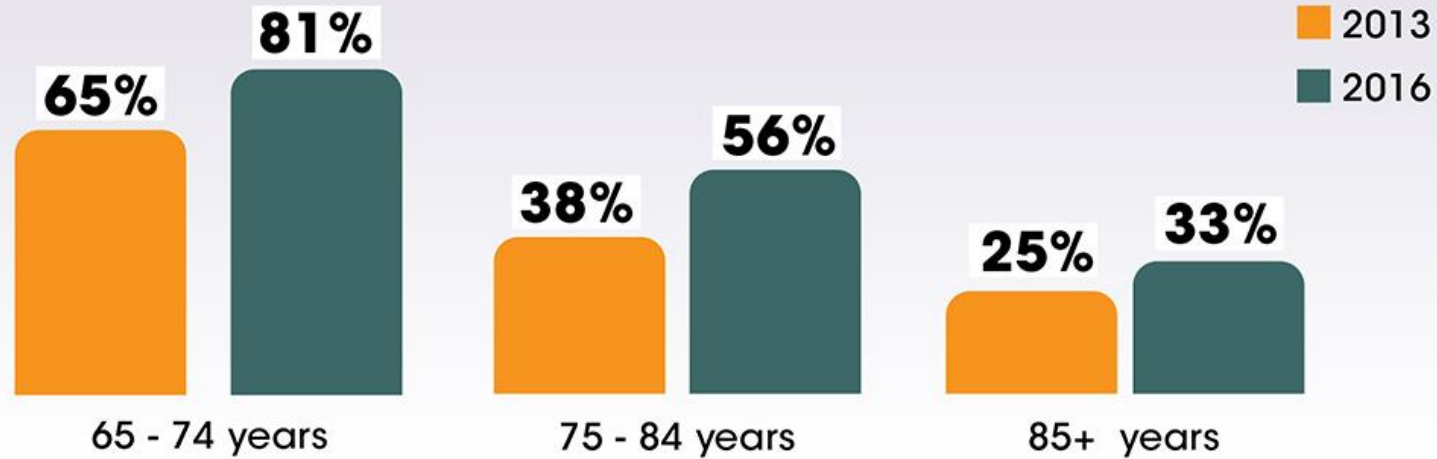
# Social Media and Seniors



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INTERNET USE FOR 65-TO 74-YEAR-OLDS INCREASED  
FROM 65% IN 2013 TO 81% IN 2016.



- 70% of 65+ use internet for communication
- Men more likely to use internet than women
- 47% men and 32% women read news online

# Social Media and Seniors

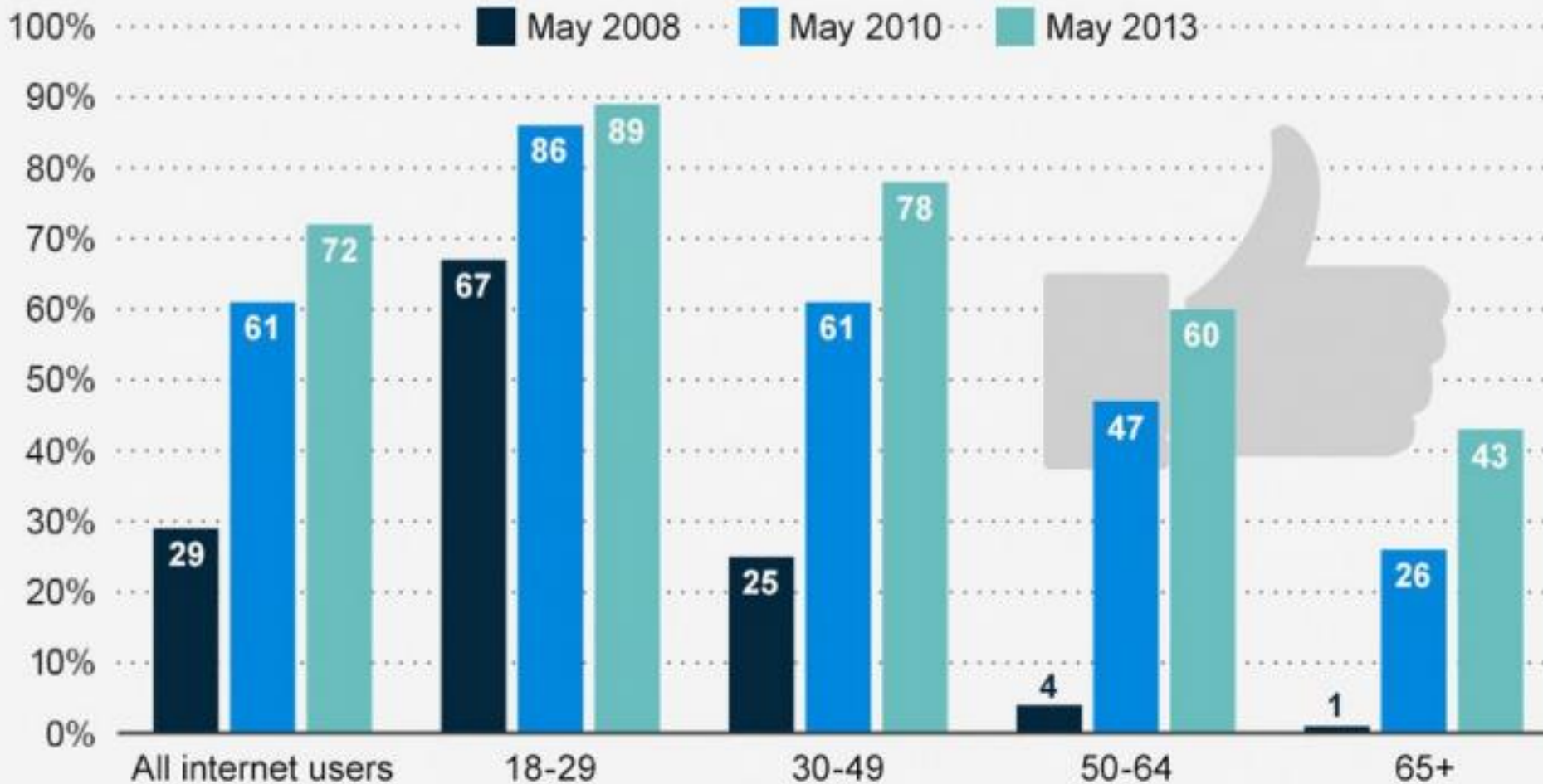


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## U.S. Seniors Warm Up to Social Networking

% of adult internet users in the United States who use social networking sites, by age



# Social Media and Seniors

- Fights isolation
  - Long distance family, friends
  - Community engagement
- News
- Education
- Entertainment
- Online Shopping



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# The Downsides

- Distraction
- Cyber Security & Privacy
- Reputation risk
- Mistakes and bullying
- Misunderstanding/misleading
- Need for Guidelines



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# So...how do we do this?

## Create a Social Media Strategy

- Know your target audience
- Define your message - what are the goals?
- Identify suitable social media
- Be consistent
- Design the tone
- Measure

# So...how do we do this?

## Take Precautions

- Personal vs Professional use
- Disclaimers
- The “would-my-boss-post-this?” test
- Avoid personal information
- Respect copyright
- Immediately fix mistakes

# So...how do we do this?

- DIY
- Engage a Social Media Co-Ordinator
- Use a Social Media Mgmt Platform
  - Hootsuite - full set of features
  - Buffer - publishing and scheduling
- Social Media in your website



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# So...how do we do this?

- Friend, connect, invite
- Join groups
- Post updates, events, jobs
- Retweet, Like, Share
- Recommend, Rate, Review
- Share news, blogs



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# Thoughts?



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# Thank you!



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