



Reaching Caregivers via Social Media

CMS Caregiving Coalition Conference Call

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*Presented by Denise Graab,
Caring.com Director of Social Community*



First, a brief introduction...

Caring.com: How We Got Started

“When caring for my mom during her losing battle with lung cancer in 2006, I had to make many important life decisions, but I didn’t have much time, I didn’t know where to go for help beyond friends and family, and I wasn’t confident that the decisions I made were the right ones.”

Andy Cohen, Co-founder and CEO



Now Leading Online Destination for Caregivers

- **Eldercare Category Leader:** Largest boomer caregiver audience on Web
 - More than 1.5 million monthly visitors
- **Senior Living Directory:** #1 source of senior care reviews
 - 10,000+ consumer ratings; hundreds added weekly
- **Content:** 2,000+ articles across all caregiving and eldercare topics; free weekly e-newsletters to 135K+ subscribers
- **Experts:** Robust expert Q&A platform
 - 11,000+ expert and community answers to caregiving questions
- **More:** Blogs, online support groups, video, social media engagement

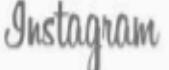
The screenshot shows the homepage of Caring.com. At the top, there's a navigation bar with links for "Health A-Z", "In-Home Care", "Senior Living Directory", "Money & Legal Matters", "Caregiver Wellness", and "My Caring". There are also "Sign In" and "Sign Up" buttons, and a search bar. The main content area features a large image of an elderly couple smiling. To the left, a purple sidebar box titled "Steps & Stages: Practical Tips for Alzheimer's Caregivers" contains dropdown menus for "Caring for" and "Your loved one's symptoms", and a text input for "Your e-mail address" with a "Get Free Tips" button. Below this, there's a section titled "Get Expert Answers" with two cards: one for Leslie Kernisan, M.D. (Caring.com senior medical editor) and another for Joseph L. Matthews (Caring.com expert). Both cards show a question and answer format. To the right, there's a "Find Senior Care" section with a search bar for "San Mateo, CA" and "Assisted Living Facilities", and a "Find" button. A green sidebar on the right is titled "Home, Sweet Home" with the subtext "7 keys to growing old in your own home" and a "Read more »" link.

What is social media and how
are caregivers using it?

What is Social Media?

- Social media uses web-based and mobile technologies to turn communication into interactive dialogue
- Enables the creation/exchange of user-generated content, and the development of online community relationships
- Common types: social networks; discussion groups/forums; blogs and podcasts; social Q&A; online ratings, reviews and commenting; wikis and content sharing/bookmarking sites; virtual game/social worlds
- Applies principles of “Web 2.0” – facilitating participatory information sharing, interoperability, user-centered design, and collaboration on the Web

Millions Globally Embracing Social Media

	800 MM+ monthly active users		15MM+ users
	800MM+ monthly users visit site		15MM+ users
	232MM+ monthly active users		6MM+ users
	230MM+ users		2MM+ users
	135MM+ users		2MM+ users
	115MM+ subscribers		2MM+ users
	62MM+ users		1.5MM+ users
	51MM+ users		500K+ users
	20MM+ blogs		100K+ users

There are now more people on social networks than there were Internet users in December 2006.

Boomers, Older Adults Increasingly Active



Estimated Reach [?]
39,937,920 people
■ who live in the United States
■ age 50 and older

twitter



LinkedIn®

- Fastest growing social networking segment
 - Use has doubled over last two years, especially among ‘baby boomer’ women
- Facebook, LinkedIn use now second to email, online news consumption
 - Age 50-64: 51%; Age 65+: 33%
- 11% of adults age 50-64 using Twitter

Caregivers Getting Support Online

Caring.com October 2011 Survey Question:

Apart from family and friends, where do you turn for support as a caregiver?

	Current Caregivers (N=434)
Online support (for example, online groups, online discussion forums, social networks such as Facebook, etc.)	41%
Church or other religious organization	27%
In-person support group	14%
Professional counselor or social worker	15%
Other (please explain)	26%
None	26%

(Choose all that apply; totals to more than 100%)

Caregivers Engage In Many Ways On Caring.com

- Help each other in groups, discussions
- Interact with Experts
- Comment on articles; share socially
- Give virtual hugs and prayers; create candles

Here, they are less alone



SUPPORTING PEOPLE LIKE YOU
More than 120,000 Alzheimer's caregivers

Caring for a spouse

Save | E-Mail | Print | Watch This

Share: [f](#) [t](#) [g](#)

jbdsta Started this discussion

My husband of 47 years seems to be more and points in time that he is how much he knows i have to do for him but he can turn on a dime and he calls me names breaks things and yells threats at me. I tell myself its not him but his dementia, however I cant seem to stop crying and feeling anger toward him. If anyone has advice to help me get through this p[lease share with me your thoughts . I know if I wait 2 to 3 hours he will forget all that he did but how do i forget and forgive ?

Candle Story for Aunt Barbara Ea...

Created on 04/21/11 by hamiltse

I miss my aunt. what i really miss is hearing her loud laugh and he...

[Read More >](#)

jbdsta has received 5 hugs, 3 prayers for this post [Show all >](#)

They Also Engage With Us On Facebook



- Majority are current or former caregivers; increasingly eldercare professionals joining conversation
- Share personal stories, tips, resource suggestions; give feedback; ask questions
- Many regular/repeat visitors

63% of
caregivers on
Caring.com have
Facebook profile.



Caring[®]com

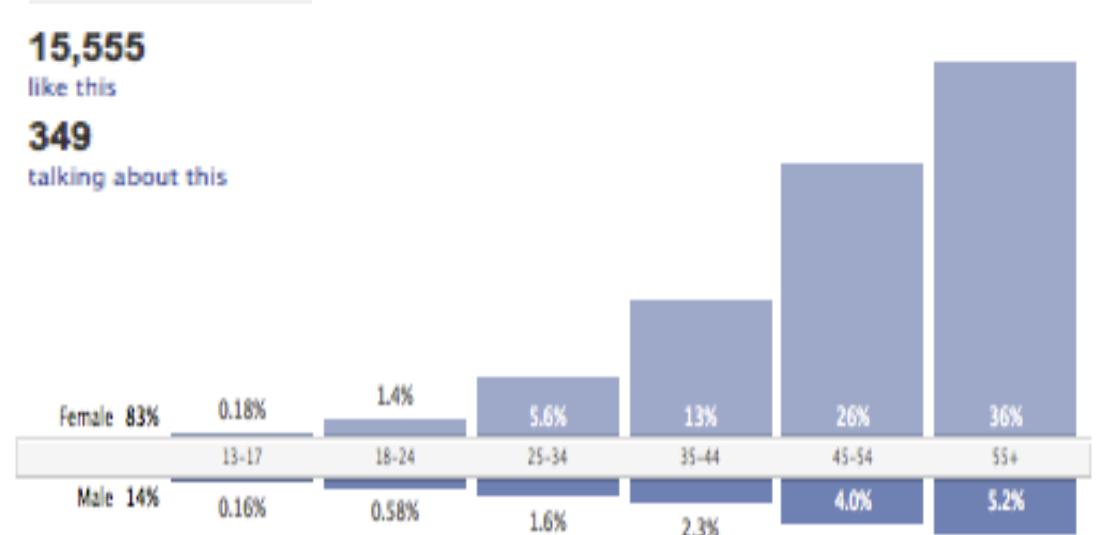
Fan Demographics

15,555

like this

349

talking about this



How has Caring.com grown its social media reach and effectiveness?



Caring.com Social Marketing before Q4-2010

Facebook:

- 2,308 fans on Sep. 1, 2010
- Periodic posting – minimal analysis of timing, engagement

Twitter:

- 1,551 followers on Sep. 1
- Periodic posting – frequently posted 3+ tweets at once; tweet format/content not optimized for engagement

On Caring.com:

- Social sharing buttons for articles
- Didn't actively promote Caring.com's social profiles

Other:

- Didn't have YouTube channel; non-active LinkedIn profile

Caring.com Social Marketing Today

Caring.com Activity on LinkedIn

Caring.com New "Reviews of the Week" have been posted. Congratulations to two providers who received high praise from family caregivers in the Caring.com community!

Reviews of the Week: Sage Harbor at Baywinde & Visiting Angels

Among the several hundred reviews that were posted to Caring.com this week, here are two, 5-star consumer reviews also worthy of sharing here.

2 days ago

Caring.com Best Assisted Living Facilities Ranked Nationwide, Which Made the Cut? seniorhousingnews.com California holds the greatest number of Caring Star designees, numbering 23 facilities. Arizona has the second largest number of any state, boasting 21 facilities on the list.

6 days ago

Caring.com Congratulations to these Assisted Living communities across the country who've inspired exceptional reviews from caregivers, seniors, their families, and consumers concerned about assisted living care. 119 Assisted Living Communities Named "Caring Stars" of 2012 caring.com The Caring Stars of 2012 list -- a new nationwide designation based on consumer ratings and reviews -- is designed to help consumers make assisted living choices provide direct insights to providers about consumer preferences.

20 days ago

Caring.com At an Emeritus Senior Living community, they won a gingerbread house competition. At a Sunrise Senior Living community, they've earned praise for impromptu snow and carolers. 'Tis the season for holiday cheer!

How is your assisted living community celebrating the holidays?

Emeritus at Lake Highlands Dallas, TX 75238 4 Reviews

Emeritus at Stonebridge Dallas, TX 75238 2 Reviews

Caruth Haven Court Dallas, TX 75225 2 Reviews

The Forum at Park Lane Dallas, TX 75225 2 Reviews

Caring.com

Simplifying Caregiving, Supporting Caregivers. Leading destination for caregivers online. #1 source for senior care reviews.

San Mateo, CA - <http://www.caring.com/>

3,994 TWEETS
3,150 FOLLOWING
4,477 FOLLOWERS

Tweets

Following
Followers
Favorites
Lists
Recent Images
Similar to you

Laurie Orlov @AgingTech When government agencies go paperless, the poorest and oldest lose out. [ageinplacetech.com/blog/when-a...](#) 18 Jan Retweeted by Caring.com

Caring.com @Caring PDHCA Thanks for tweeting from the session and sharing the pics! [ow.ly/gBk](#) 23 Jan In reply to PDHCA

Jon Leiberman @SHUDHousCounty Make someone's life easier, healthier, and richer. How to Get Someone to Quit Smoking Without Hating You [bit.ly/xP74p](#) 23 Jan Retweeted by Caring.com

Caring.com @Caring Online Marketing Best Practices for Home Care Agencies: [nabc.org/Meetings/PDI12...](#) -Today (10:45am) at #PDHCAsummit

Caring.com @Caring 10 Best Resources for In-Home Care Help: [bit.ly/xsHPN2](#) <can help solve problems & reduce caregiver stress | #PDHCAsummit #elderCare

Caring.com @Caring Caring for loved one w/ Alzheimer's? Get free expert guidance, practical tips & caregiver support w/ Steps & Stages: [bit.ly/AlzCare](#)

Stay Connected With Caring.com

Receive the latest news and tips in your inbox

Enter your e-mail address **Get Updates**

Join our social communities:

Caring.com Like 15,575

Share Stage Groups: E-mail Like Tweet

facebook

Caring.com Health/Wellness - San Mateo, California · Edit Info

Wall Status Photo Link Video Question Write something...

Caring.com Untangling your own life from that of the person you care for can be difficult -- and even terrifying. Caregiving expert, Carol O'Dell shares her tips for thinking through making the break.

How do I physically and emotionally disentangle myself from my mother? [www.caring.com](#) Dear Family Advisor: I've been diagnosed with lupus and won't be able to continue being my mother's full-time caregiver. She's in her mid-80s and has mild dementia. She's also a hoarder. She's terrified of living alone and wouldn't go willingly to a facility. I'm exhausted and worried all the time.

Like · Comment · Share - 4 hours ago 6 people like this.

1 share Patricia Simmons Find her a companion during the day, someone that can get her things and be in the house for her. It is cheaper than a nurse or a nurse's aid. Rotate family that is what I did with my mom, my children helped so much during that time. make a visit timetable weekly with the family. about an hour ago · Unlike · 0 1

Write a comment...

Caring.com Caregiving is a tough job, but reliable help can make it much easier. These professional resources can help solve problems and reduce your stress.

10 Best Resources for In-Home Care Help [www.caring.com](#) Most people don't start as caregivers knowing the ropes. To the contrary, most caregivers tend to learn as they go along, with a fair amount of wrong turns and struggles. What helps: knowing where to find reliable help.

Like · Comment · Share - 21 hours ago 31 people like this.

View all 8 comments 25 shares

Senior Helpers - Fresno/Clovis & Orange County, CA These are some great ideas- thanks for sharing! 5 hours ago · Unlike · 0 1

Caring.com Thanks everyone for the comments, likes and shares! Welcome Donna Ashworth! A free resource that you may find helpful is Steps & Stages for Alzheimer's and dementia caregiving: [http://www.caring.com/steps-stages/alzheimers](#) It includes a Cus... See More

Steps & Stages | Customizable Resource for Alzheimer's Caregivers [www.caring.com](#) Caring.com's Steps & Stages provides family caregivers with expert guidance, pra... See More

4 hours ago · Like · Remove Preview



Caring.com: Social Marketing Since Q4-2010

- Significantly grew social reach
 - Added “Stay Connected” unit run-of-site
 - Leveraged low-cost FB ad campaign involving virtual candles
 - Companywide use of social profiles in email signatures, newsletters
- Increased social media participation and engagement
 - Optimized postings; Improved Klout score and Facebook Page Grade (HubSpot)
- Increased YOY referring traffic from Facebook and Twitter
 - Added Facebook Like plugin to content on Caring.com
- Increased online ratings and reviews in Senior Living Directory
- Launched online support groups for Alzheimer’s caregivers
- Built collaborative relationships with caregiving bloggers
- Created expert and celebrity videos; launched YouTube channel
- Increased LinkedIn activity; created Google+ profile

How can your coalition use social media to communicate, advocate and raise awareness?

Ingredients for a Successful Social Media Effort

- Relevant content or topic to spark interactions
- Critical mass of like minded people
- Environment where people feel safe and encouraged to interact
- Value or benefit derived from participation

Social Media Marketing Basics

- Focus on one or two social sites that you can commit yourself to managing regularly.
- Upload professional logo/image for profile avatar. Include contact information and link to your website.
- Use target keywords in profile descriptions.
- Join groups, follow profiles/pages that share your mission; interact and seek input.
- Post links to valuable information. This helps users see you as an authority. Avoid temptation to be too self-promotional ('spammy'). Focus on benefit to audience.
- Promote/link to social profiles in organization's email signature, on website, in newsletters.

Beyond the Basics

- Set goals and measurable objectives.
- Observe, listen, learn. Identify and emulate best practices for each platform and your community there.
- Create a plan; be strategic.
- Establish/communicate social policies and procedures.
- Implement, monitor and respond to engagement.
- Measure, analyze and refine.

Example:
Arizona Caregiver Coalition

Arizona Caregiver Coalition

- Volunteer-run Facebook and Twitter profiles
- Social profiles not yet integrated with coalition website

The image shows two screenshots side-by-side. On the left is the Facebook page for the Arizona Caregiver Coalition, featuring a profile picture with two hands, one white and one brown, and the text 'GIVE CAREGIVERS A HAND'. The page has 17 likes and 0 users here. On the right is the Twitter profile for @AzCareCoalition, which has 14 tweets, 96 following, and 45 followers. The bio reads: 'Connecting family caregivers with resources, information and support; acknowledging the value of the care they provide; and advocating on their behalf.' Both profiles link to www.azcaregiver.org.

How to stay active and effective in social media with minimal resources?

Suggestions and Tips

- Dedicate at least 1-3 hours per week to social marketing. When more than one volunteer: divvy profiles.
- Grow awareness of your profiles.
 - Participate on other fan pages/groups/chats/forums for topic and/or location. Includes links to social profiles in online bios. On Facebook: where appropriate, participate as your page.
 - Use Facebook login for commenting on news/content sites like Huffington Post, and as relevant, reference or link to fan page in comments.
 - Add social plugins or profile links on your website, organizational communications.
 - On Facebook, where appropriate: use page ‘tagging’ to make a post to your fan page and another fan page simultaneously.
- Increase posting from 1-3x/mo > 1-3x/wk > 1-2x/day.
 - Increase posting frequency as reach/engagement grow.
 - Monitor reactions: Use tool like Twilert to get daily email alerts about Twitter activity. Opt-in to Facebook page notifications and monitor page daily; respond to activity in timely manner.

Suggestions and Tips (cont.)

- Create a posting calendar, with room for flexibility.
 - Plan and pre-craft social posts/content shares over next month or quarter. Use concise, compelling copy/images, and caregiver-focused benefit statements.
 - Where possible, match share content/timing to seasonal activities/holidays, events, campaigns. Make adjustments when breaking news or strategic opportunities arise: quickly scan Google News and align posts with top-of-mind topics.
 - Identify quality content sources. Make a list of their pages (or follow to get updates), and re-purpose their posts and content for your profiles.
 - Use engagement/demographic insights and social science data to refine timing and content of your posts.
- Use free, time-saving tools like HootSuite to manage your Twitter profile – including post scheduling.
 - Dedicate 1 hour to schedule 2-4 weeks of posts in advance. Avoid scheduling Facebook posts.
 - Set aside 5-15 minutes daily to re-tweet, publicly thank and follow others.
 - As available: engage in Twitter chats, such as #eldercarechat.

Resources you can turn to for more detailed and ongoing guidance

Free Social Media Marketing Info & Resources

- GovLoop: www.govloop.com/page/government-social-media-leader
- HowTo.gov: www.howto.gov/social-media
- Beth Kanter (Networked Nonprofit): www.bethkanter.org
- Nonprofit Tech 2.0: www.nonprofitorgs.wordpress.com
- KISSmetrics: blog.kissmetrics.com
- HubSpot: www.inboundmarketing.com/university
- Dan Zarrella (social media scientist): www.danzarrella.com
- Social Media Today: www.socialmediatoday.com
- TechMeme: www.techmeme.com

Questions?

Thank you for your time and interest!

Denise Graab, Caring.com Director of Social Community
denise@caring.com

<http://www.caring.com>

<http://www.facebook.com/caringcom>

<http://www.twitter.com/caring>

<http://www.linkedin.com/company/caring.com>

