

An elderly couple, a man and a woman, are looking at a tablet together. The man is holding the tablet and pointing at the screen. The woman is smiling and looking at the screen. They are outdoors, with a blurred background of greenery.

# 10

Engaging  
Facebook posts  
*that get people talking*

# Our engagement strategy

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Funeral Innovations helps you connect with community members online. The right posts:

- strengthen your relationships
- position you as the preferred death care provider
- generate you more business

## **It all starts with engagement.**

Engaging your community members successfully online means you're able to take the next steps with families to collect their contact information for follow up nurturing.

## **Think about boosting your posts.**

Facebook has changed. Boosting a post might mean tripling or quadrupling your reach, as regular posts tend to get fewer views now. More reach means more engagement, which means more business for you.



## 1 LOCAL GIVEAWAY

Giveaways are an easy way to get your community excited about interacting with your funeral home. Offer gift cards to local restaurants or tickets to sporting events, and let families join in on social media for their chance to win.

### EXAMPLE



### CAPTION

Win dinner on us from Chops Grille!

For this week's giveaway, we've partnered with Chops Grille, uptown Kingston, to give away two \$50 gift cards.

To enter for your chance to win, simply post a comment below!

Submit your entry before 12:00pm Friday. We will randomly pick and announce two winners on Friday afternoon. Stay tuned for next week's giveaway.

#### STATS

Boosted for \$50

Engagement: 214

Reach: 1,473

## 2 STAFF

Introducing your staff online makes your firm seem approachable and personal to families learning about you on Facebook.

Feature specialized staff like preneed counselors, grief support therapists, and aftercare specialists so that your families are aware of all the resources you offer.

### EXAMPLE



### CAPTION

Meet our pre-need planner, Marcia Melvin! She can help you get started preplanning for your funeral services.

Preplanning your own wishes and desires is the best way to ensure you will have exactly what you want.

Call Marcia at 330-360-5218 to make an appointment today.

#### STATS

Boosted for \$15

Engagement: 64

Reach: 666

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## CONNECT WITH HOSPICE

Sharing support for community members, like hospice workers, shows your families that you care about connecting with others. You pay attention and recognize the hard work of allies in your community, and families want to see that.

This is an example of an announcement for a Hospice Spotlight Award that brought tons of engagement.

### EXAMPLE



### CAPTION

We want to share our appreciation for Elise Power as well as Faith Presbyterian Hospice & T. Boone Pickens Hospice & Palliative Center for the incredible work they do to care for patients and families during some of life's most difficult moments.

Here are a few photos of Elise receiving her award for winning this quarter's Hospice Caregiver Spotlight Award.

To learn more and to make your own nomination visit: <https://www.jewishfuneralsusa.com/spotlight-winner/>

#### STATS

*This post wasn't boosted.*

Engagement: 77

Reach: 312

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## UNIQUE SERVICES

Facebook is the perfect place to share what makes your funeral home different. Share specialized services you offer, unique facilities you have, or innovative ideas.

This is a great way to help differentiate you from your competitors, so that you stand out to families in your community.

### EXAMPLE



### CAPTION

Allen and Susan Jensen, owners of Palmer Bush & Jensen Family Funeral Homes, purchased this 1937 Oldsmobile hearse in May of 2000 in Norton, Kansas. It has been meticulously restored by Doug, Judy, Calvin and Trevor Badgley of Badgley's Garage.

We would like to offer a huge thanks to the many people that made this project a reality. Come visit us to see this Oldsmobile hearse!

#### STATS

Boosted for \$25

Engagement: 464

Reach: 2.7K

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## GRIEF SUPPORT

Share helpful information about coping with grief through posts. Educational posts like this example about common grief triggers offer insight about things your community might not have thought about.

It's a simple way to identify with your families and to continue fostering those connections so that they feel comfortable letting you be their guide during their healing process.

### EXAMPLE



#### STATS

This post wasn't boosted  
Engagement: 82  
Reach: 746

### CAPTION

If you are grieving the loss of a loved one, you are familiar with grief triggers. Feelings of grief intensify during holidays and birthdays, but also can hit you when you least expect. To help, we're sharing 5 uncommon grief triggers:

A song with significance comes on the sound system, say, as you're getting your haircut.

You spot someone who looks like your loved one in a crowd.

You are asked to update contact information for a subscription, and see your loved one's email or cell number.

You meet someone with the same name, age or job as your loved one.

A restaurant or store you frequented with your loved one has just closed permanently.

It's important to remember that grief triggers are a reflection of the love and importance of your loved one's life in yours.

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## CONSTRUCTION

Your community wants to know when you make changes to your facility, especially if it means their service will benefit as your funeral home opens back up. Talk about construction projects like this on-site crematory, so when the project is complete you can encourage people to visit by offering tours of the new facility.

### EXAMPLE



#### STATS

Boosted for \$50  
Engagement: 803  
Reach: 7.1K

### CAPTION

Construction is now underway!

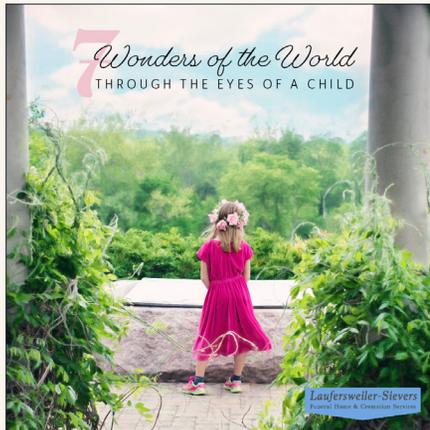
We have officially started installation on our new, on-site crematory.

When complete, our crematory will ensure your loved one never leaves our care, operated by our staff of licensed funeral directors.

## 7 INSPIRING WORDS

Give your community the support they need with uplifting posts that offer positivity during their time of grief. These posts get lots of engagement because your families can feel good about reading inspiring words and can share them with family and friends in the same situation.

### EXAMPLE



### CAPTION

A teacher asked her students what they thought the 7 wonders of the world were. While gathering the votes, the teacher noted that one student had not finished her paper yet. So, she asked the girl if she was having trouble with her list. The girl replied, "Yes, a little. I couldn't quite make up my mind because there were so many." The teacher said, "Well, tell us what you have, and maybe we can help."

The girl hesitated, then read, "I think the 'Seven Wonders of the World' are:

1. To See...
2. To Hear...
3. To Touch...
4. To Taste...
5. To Feel...
6. To Laugh...
7. And to Love...

The room was so quiet you could have heard a pin drop. The things we overlook as simple and ordinary and that we take for granted are truly wondrous! A gentle reminder that the most precious things in life cannot be built by hand or bought by man. What are the seven wonders of the world to you?

#### STATS

Boosted for \$10

Engagement: 115

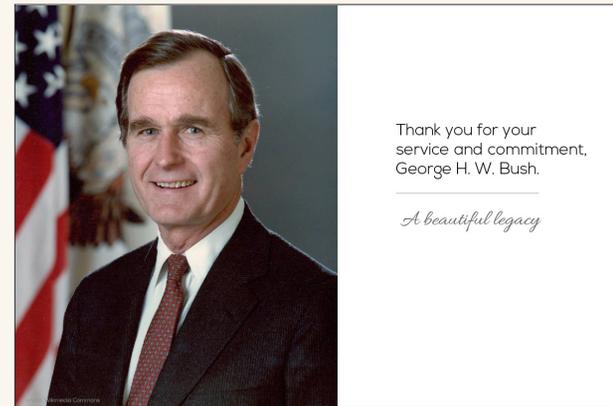
Reach: 1,144

Note: Because this is an engaging story, it's ok that the caption's a little long.

## 8 TRIBUTES TO NATIONAL FIGURES

Take time to recognize important deaths that leave an impact on your community. These kinds of posts need to be timely and relevant, but it allows your families to take a moment to reflect on the loss of a national figure and feel connected with others online who are also feeling the effects of the same loss.

### EXAMPLE



### CAPTION

Former 41st President, George H. W. Bush passed away on November 30, 2018, surrounded by loved ones. He was known as a war hero, a family man and an individual of great service to the United States. He was preceded

in death by his wife, Barbara Bush, who only passed away in April of this year, and their daughter, Robin who died of leukemia at the age of 3, in 1953. In his final day of life, he stated that he was ready to reunite with Barbara and Robin.

His motto was "use power to help people." He dedicated his life to helping others. The country communally mourns for the loss of George H. W. Bush. His funeral and memorial services will be held this coming week.

"Any definition of a successful life must include serving others." - George H. W. Bush

#### STATS

This post was not boosted

Engagement: 173

Reach: 1,558

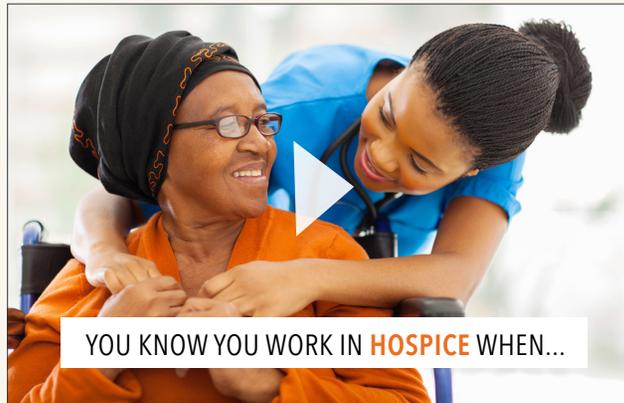
## 9 VIDEOS

Videos are a great way to get your community's attention. According to a Databox study, videos get 2-3x higher click-through rates than static images.

They offer a new way to share information with your community and add variety to your feed. Post videos about your services, staff, or promote an upcoming event.

**Additional tip:** Families will connect to a video with a comforting voice or warm music.

### EXAMPLE



### CAPTION

You know you're a hospice worker when... Thank you to all hospice professionals for all you do!

#### STATS

This post wasn't boosted

Engagement: 32

Reach: 662

Views: 208

## 10 HOLIDAY POSTS

Generally, your community will have high engagement with holiday posts because it reminds them of time spent with family and friends.

Special holidays can be a tough time for people facing loss and seeing a Facebook post about holiday traditions, or offering reflective words can help families feel supported and acknowledged.

### EXAMPLE



### CAPTION

Not everyone loves ringing in the new year. Perhaps you are feeling anxiety or stronger emotions of grief, entering into a year where your loved one wasn't alive. We understand. We want you to know we are here and we wish you healing, and self-patience, and that you find some peace and happiness in the new year.

#### STATS

Engagement: 14

Reach: 180



Want to learn more about  
how to effectively engage  
your community?

Contact us.



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