

# NAIL YOUR SOCIAL MEDIA STRATEGY IN 2021

Deathcare businesses aren't likely to be viral social brands, and going viral probably won't drive your business goals anyway.

## Seven Tips for Keeping It Simple

by Welton Hong

## **T SEEMS AS THOUGH EVERYONE**

is on social media these days. Of course, Generation Zers enjoy a life that's hardly separable from their devices. But Facebook, Instagram, and other social networks aren't limited to the very young. More than 75

percent of Gen Xers are active social media users, and about 90 percent of Millennials can say the same. But even among

Baby Boomers, social media adoption has become pervasive: More than half use social media (usually Facebook) on a regular basis.

What this means is that a significant portion of the deathcare audience is spending time on social media—an average of two to three hours per day. Users who access the internet via mobile devices (which account for more internet users than desktop devices) spend 50 percent of their time on social media.

Wake-up call: If your firm isn't investing in social media, you're missing out on a great opportunity to engage with potential clientele.

### **What to Do Next**

Funeral homes, cemeteries, and cremation firms that aren't already posting on social media might be avoiding these platforms because they're not sure what to post.

But it's not as hard as you think! Below are seven ideas for easy posts that burial and cremation service providers can publish to connect with potential clientele.

#### **1. Share your website content**

One tip I always give clients is to never waste marketing efforts. Always repurpose what you've done across various channels.

For example, if you write a blog post, pull a few quotes from it and turn them into social media updates. Share them with links back to the blog post. You can post plain text or use a software program, such as Canva, to turn the quote into a sharable image.

New landing pages, download offers, and even updates to your image gallery are all potential fodder for social media posts.

#### **2. Create a poll**

Asking questions is a great way to add content to your social page while increasing engagement with the audience. In general, people love to know their opinion matters, so they're more likely to interact with a post asking for it.

You can ask an open-ended question to be answered in the comments. But most social platforms offer poll options, so you can ask people to vote.



### 1 Peruse your Google reviews for positive statements, or capture content from emails sent by previously served families that demonstrate your professionalism and compassion or the quality of your services.

Questions can range from the obvious (cremation vs. burial preferences or whether someone is considering pre-planning) to the creative (color preferences for caskets or the best flower to send as a memorial).

On top of increased social engagement, you get some mini-market research done.

### 3. Honor someone you served

With permission from the family, share a notable story or link to the obituary for someone your deathcare firm has served. When handled with compassion and tact, these types of posts serve a few purposes:

- First, they help a family honor the legacy of a loved one.
- Second, they position your firm as one who cares about the people being served.
- Third, they offer an opportunity for existing customers to share your posts and potentially recommend you to others.

### 4. Post tips for pre-planning or families in need

Educational content can be extremely powerful on social media because people save or share it with others. Both of those behaviors indicate to the social algorithms that your content is valuable, which increases the likelihood of your posts being shown to others.

Create short posts with specific tips for pre-planning (how much you can save, what documents you need, who can pre-plan) or families in need (what to do first, options for memorials, when you need a death certificate). For best results, share these tips via infographics, images, or even short video clips.

### 5. Repurpose reviews and testimonials

Remember my tip for reusing content you create? You can also reuse content created by your clientele.

Peruse your Google reviews for positive statements, or capture content from emails sent by previously served families that demonstrate your professionalism and compassion or the quality of your services.

Using those quotes, you can create eye-catching images with your brand colors and some of the text of the review. Share these testimonials on your social pages in moderation, doling them out a bit at a time.

It's important to keep it balanced—about 80 percent of your content should be helpful, educational, or entertaining, while 20 percent can be directly related to services you provide.

### 6. Repost or link to content from someone else

Speaking of balance, your social profile shouldn't be all about *your* firm. Share content from others within the community or industry (albeit not from your direct competitors, obviously).

This helps you put the *social* in social media and adds to the culture and community of your brand. It also helps build authenticity and trust, because when you share content from other reputable organizations, you humanize your firm.

A funeral home in a single city, for example, might share links about city events or the passing of an important local figure. A national organization might share relevant tips from tangential industries, historical links related to its niche, or thoughts on the deaths of major world figures.

### 7. Share original pictures and video

Pictures of your staff in action or participating in local events, video walkthroughs of your funeral home, or meaningful video messages from a funeral home director can be powerful content for social media.

Original images and videos make it obvious there are people behind the business. They also take some of the mystery out of the deathcare process, which can help at-need families and individuals looking to pre-plan feel comfortable reaching out to you.

### Don't Lose Sight of Your Goal

One thing to keep in mind as you're creating and scheduling social media content is that the end goal is always *conversions*.

Yes, engagement numbers, such as likes and shares, can be important. They demonstrate that your content is connecting. But it's easy to fall into a trap of chasing likes and shares, and those don't always correlate to conversions.

Deathcare businesses aren't likely to be viral social brands, and going viral probably won't drive your business goals anyway. Instead, concentrate on being present, consistent, and helpful in a way that creates authority and trust. ☑

**Welton Hong** is the founder of Ring Ring Marketing, which helps deathcare businesses market themselves online, and the author of *Making Your Phone Ring for Funeral Homes*.