

CONSISTENCY IS THE KEY TO SUCCESS with social media marketing, but coming up with daily content for your cemetery's social media pages can be difficult. Most analytics indicate posting to Twitter one to five times per day is best. Instagram experts say posting at least once a day helps drive performance on the platform, and the same is true on Facebook. But everyone also agrees that quality is critical, so you shouldn't post at all if you can't come up with quality content.

It's a frustrating problem for businesses of all types, including cemeteries and other deathcare firms. What do you do to ensure consistent content and growth with social media marketing when you run out of ideas, time, or the creative capacity to write social posts from scratch?

Here's an easy answer: Use someone else's content.

Okay, I know that sounds a bit questionable, so let's pause for a moment. To be clear, *I'm not talking about plagiarism*.

Obviously, you should never copy someone else's exact content, slap your own firm's name on it, and call it a day. That's unethical and can make your business seem lazy and dishonest — which are not traits anyone wants in the business in charge of their final resting place.

But social media is made to be social, which means there's some expectation that content will be shared, rehashed, responded to, or otherwise used by others. Let's look at six ways you can ethically use other people's content as a starting point for your posts on platforms like Twitter, Facebook, TikTok, and Instagram.

1. Share Links with Your Own Comments

One of the easiest ways to base a social media post on someone else's content is to share a link. Facebook and Twitter let you share links in newsfeed posts, and Instagram lets you share links in story posts.

As a cemetery professional, you may read online content relevant to your niche all the time. As you're looking at industry articles, think about whether there's anything of value or potential interest to your audience. If so, share the article via social media.

You don't have to limit shares to blog posts and articles specifically about cemeteries, burials, and other deathcare services. Any information relevant to your audience is game; you might incorporate a few links to community events or news each week, for example, especially if you're targeting a local audience in a certain city.

While you can simply drop the link on social media and call the post complete, adding your own text can help encourage engagement. A simple sentence giving your take on the topic or pointing your audience to a specific section or fact in the linked article is sufficient.

If you want to encourage comments or discussion about the piece, ask a specific question relevant to the article you shared such as, "Who else thought this story was going to end another way?" or "What do you think about the new traffic circle near the cemetery?"

2. Repost or Retweet Social Media Text Posts

Don't have an interesting blog post or article link to share? That's okay, you can accomplish similar results by sharing social media text posts from other pages.

On Twitter, this is called retweeting. On Facebook, it's called sharing. Both can be done with a tap of the retweet or share option on any post that allows shares.

It gets a bit more complex on Instagram, as you can't share someone else's image post directly onto your own profile. This is referred to as regramming, and you need a secondary app such as Repost to do it. However, you *can* share content from other people directly into your Instagram stories if the other profiles allow sharing.

The same best practices that work for sharing blog and article content apply when reposting or sharing other people's social media content.

You *can* simply drop the retweet or share into your feed or stories, but you add more value for your audience (and potentially drive more engagement) when you include your own take. Add your own thoughts, a different take on the issue, or a question when you share these types of posts.

3. Stitch, Instagram Reels, or TikToks

Instagram and TikTok provide some ways to share someone else's short video content with your followers. One is called stitching.

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*How to Be
Consistent and
Ethical with
Your Cemetery
Marketing*

by Welton Hong

se, Repeat



This involves combining various bits of video content into one TikTok or Reel. Often, people put their own content before or after a clip of someone else's content as a commentary or addition.

You can stitch videos to create serious or tongue-in-cheek content. For example, you might find a clip of another deathcare professional giving advice you want to add to. Share their advice and stitch in your own video with additional steps or information. Similarly, you can use a stitch to make a counterargument, provide an alternative, or let your audience know *why* something is a good or bad idea.

For a lighter approach, you can stitch your own videos with cute or funny content, though obviously this works best if you've set that type of tone for your brand. For instance, if you've tested tongue-in-cheek content and your target audience enjoyed it, you could try stitching a funny video of a dog messily burying a bone with a video demonstrating that your cemetery does a much more professional job with burials.

4. 'Duet' or 'Remix' Video Content

Another way to share other people's video content on Instagram or TikTok is to remix a reel or duet a TikTok video. These options are similar and involve putting your own video side-by-side with other content.

Duets and remixes are a great way to comment on another piece of content because you can speak to your

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audience as they watch the other video. Deathcare professionals might consider using this function when they want to refute, add to, or comment on deathcare advice or anything else related to their niche.

Here are just a few ways you might use this feature for cemetery social media marketing:

- Share a video from someone else giving a deathcare tip and let your audience know exactly how your business can help with that task. This works best when the content you're sharing doesn't come from a direct competitor such as another cemetery.
- Create a reaction video, which involves you listening to and watching the content along with the reader and reacting visibly or audibly. You can use this to indicate whether you think advice or content is a good idea or to provide some light-hearted entertainment or demonstrate the humanity behind your brand. For example, you might share a particularly emotional eulogy clip and react in a way that shows you're moved, or your team might share something relevant to the niche but genuinely funny and duet a video demonstrating they can laugh at it.
- Share a clip or video with common misconceptions about cemeteries, burials, or another relevant topic and debunk it by explaining why it's inaccurate as people watch it.

5. Invite People to Share Comments

Don't forget that your audience is also a valuable source of content, and that value starts with comments on your social media posts.

Engagement on posts is important. When people comment on your posts, it indicates to the social media algorithms that your content was interesting enough to spark a discussion. That can help you show up for more users on the platform. It also pulls others into potential conversations and helps you create community on your social pages—an increasingly important goal for social media marketing.

Encourage people to comment on your Facebook, Twitter, and Instagram posts by:

- **Posting and sharing quality content.** Before

people will comment, they must be engaged. They must view/read the content and think about it to some degree, and that happens more often when you concentrate on quality. We're not saying you need Pulitzer-winning prose for Instagram captions. Quality social media posts are relevant, interesting, and free of major grammar and spelling issues.

- **Posing questions.** Give your audience a jumping-off point for their comments. Ask a specific, open-ended question. Avoid yes or no questions, as they don't tend to provoke as much discussion.
- **Specifically ask for comments.** Social media is fast-paced, and people are busy. It's easy to swipe through content quickly without stopping to leave a comment because coming up with a one takes creative energy. By specifically asking for a comment, you might break through a person's mindless scrolling, and providing some direction for that comment makes it easier for the person to follow through. Calls to action such as "We'd love to hear your feedback on this new headstone shape" or "Tell us when and why you last visited a cemetery" can increase comments.

6. Create a Hashtag Challenge

You can also encourage your audience to create content relevant to your cemetery and post it to their own pages. This can help drive awareness for your location or services.

One way to do this is via a hashtag challenge. Come up with a unique hashtag or use your cemetery or business name. Then create a prompt, such as "Share a picture of someone you lost and a favorite story about them" or "Snap a pic of a mysterious historic grave marker."

Invite people to share content in response to your prompt. Let them know to include the hashtag to join in the challenge.

To create more buzz around your hashtag challenge, consider making it a giveaway. Come up with a prize, such as tickets to a local event, and let people know they can enter the giveaway by sharing a qualifying post with the requisite hashtag. You might offer opportunities for extra

entries when people share a link to your website, like or comment on your posts, or share other posts in the hashtag challenge.

As you can see, there are many ways you can incorporate other people's content into your cemetery social media marketing. Make sure you always give appropriate

credit for content you share, and have fun. When you're engaged in the content you're creating, your audience is more likely to be engaged, too. 📷

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