

SOCIAL MEDIA AND MARKETING TO SENIORS

Turning "scary" into "sexy" for the Silver Set



WHAT THE HECK IS A SENIOR, ANYWAY?

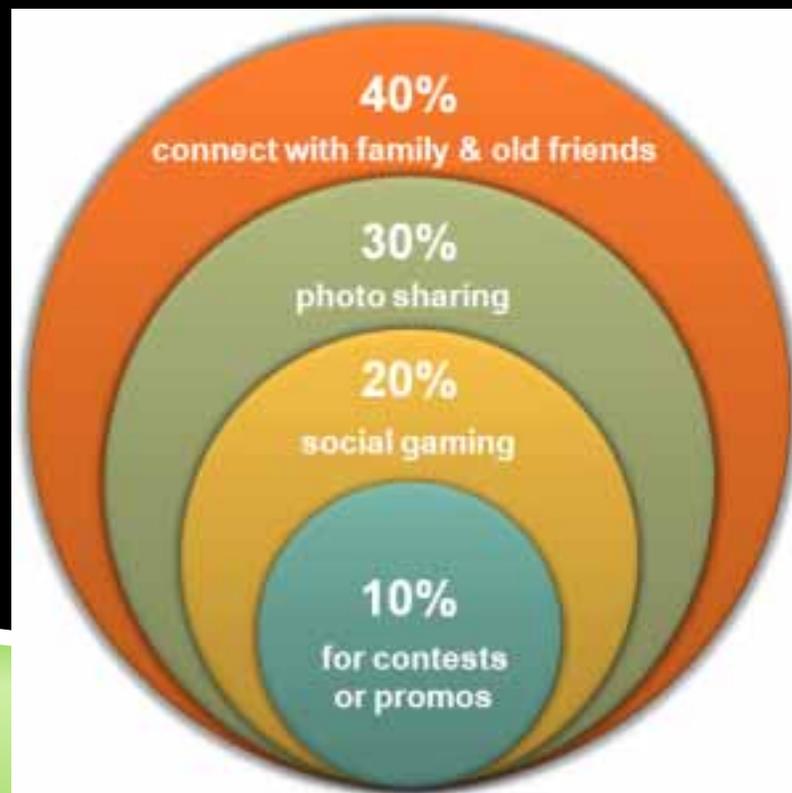
- ▶ Assumptions and misconceptions.....
 - ▶ Seniors are retired and have lots of time to "surf"
 - ▶ Seniors are of a certain age
 - ▶ Seniors have disposable income
 - ▶ Seniors are travelling and kicking their heels up during retirement
 - ▶ Seniors are being cared for by their children

- ▶ Seniors are not legally defined



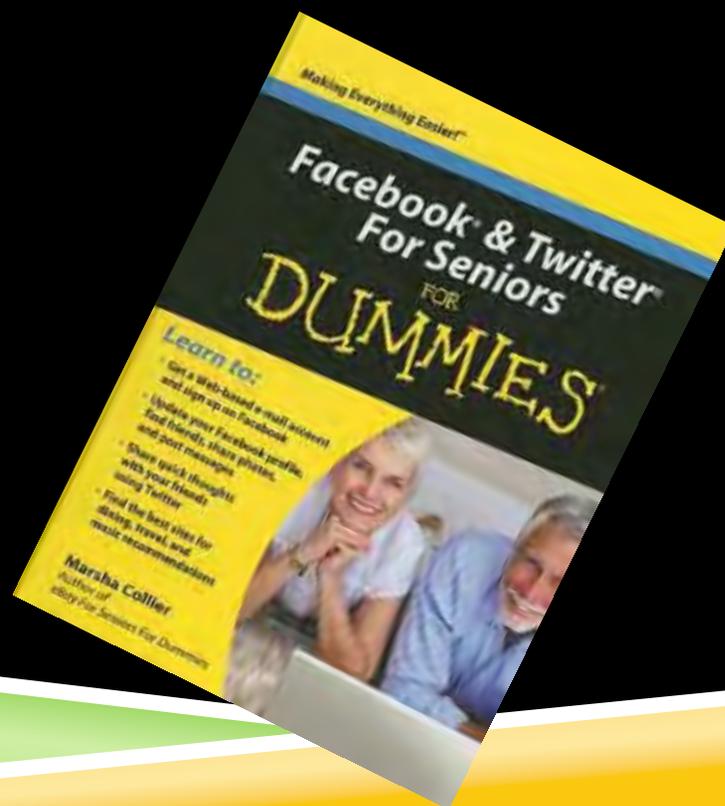
SENIORS ONLINE

- ▶ An increase of 65% of people over 55 using the internet was seen in 2010
- ▶ This represents only 10% of Internet users



SENIORS AND SOCIAL MEDIA

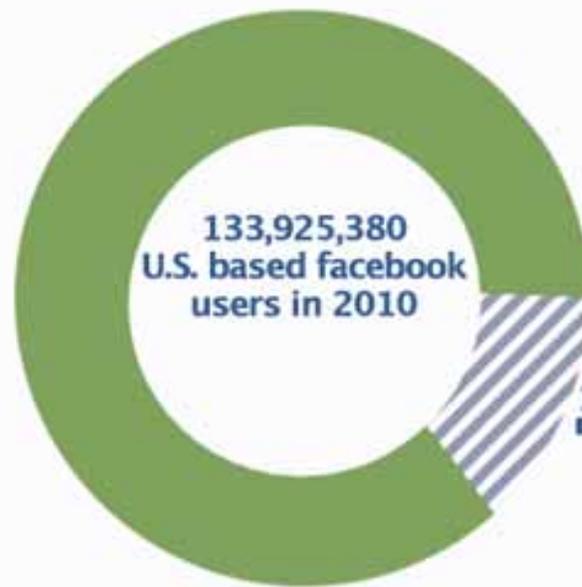
- ▶ More and more seniors are signing up for Social Media Classes
- ▶ Most public libraries offer classes on social media to their patrons, the majority of students in these classes are senior who do NOT have social media accounts
- ▶ Seniors are encouraged by their families to sign-up for Facebook



senior citizens: the new facebook user

by AllAssistedLivingHomes.com

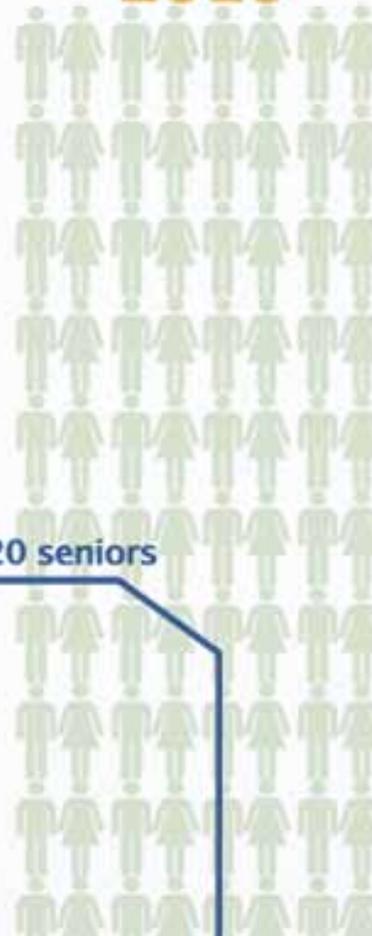
the % of U.S. seniors using facebook is growing fast



2010

2009

2008



Still Playing Bridge and Bingo? Here's a Little Secret ...Facebook!

Join the real fun! Join [facebook.com](https://www.facebook.com)

Did you know that at 1448% year-on-year growth, seniors are the fastest growing users of Facebook? It's not a little secret after all! Wondering why? Studies show that social networking sites such as Facebook can help keep your brain active, and fight off memory loss. Social network interaction also helps ward off social isolation and depression. It's time to get *poked* folks! Join facebook now. **It is easy and Free!**

Why Over 1.5 Million US Seniors Use Facebook & Why You Should Too

- Re-connect with your children & friends
- Show off your grandchildren's photos
- Spy on your high school crush
- Join contests for seniors
- Find long lost friends



Watch!

Facebook Videos at:

bit.ly/facebookseiors

newglaucoma
Treatments

SENIORS' IMPRESSIONS OF SOCIAL MEDIA

- ▶ It is a waste of time
- ▶ It is too complicated to use
- ▶ There are too many privacy issues
- ▶ It is of no use to me
- ▶ All of my children and grandchildren are involved with social media
- ▶ I would like to connect with family via social media



SOCIAL MEDIA AS A MARKETING TOOL

- ▶ Assumption by the market are that everyone knows what social media is, knows how to use it and has an account
- ▶ If someone does not know have an account they will sign up to get promotions
- ▶ Social Media is the best way to reach the most people



WHY THIS IS NOT WORKING FOR SENIORS.....

- ▶ It is a waste of time
- ▶ It is too complicated to use
- ▶ There are too many privacy issues
- ▶ It is of no use to me
- ▶ All of my children and grandchildren are involved with social media
- ▶ I would like to connect with family via social media



FIND OUT ABOUT SENIORS IN YOUR AREA

- ▶ Use Free Library databases to get demographic information about Seniors in your area.
- ▶ Find out about local senior organizations
- ▶ Focus groups from retirement facilities
- ▶ Read Senior specific magazines

HOW TO GET SENIORS TO FEEL MORE COMFORTABLE WITH SOCIAL MEDIA

- ▶ Don't offend
- ▶ Define what you mean by "Senior"
- ▶ Don't use jargon, explain jargon
 - ▶ Like us on Facebook
 - ▶ Follow us on Twitter
 - ▶ Post a comment
 - ▶ Respond to our blog
- ▶ Offer alternative customer service options



HOW TO GET SENIORS TO FEEL MORE COMFORTABLE WITH SOCIAL MEDIA (CONTINUED)

- ▶ Don't just provide icons to click, include instructions.
- ▶ Offer free classes with your services (use your page as your example) or provide resources to learn about social networking.
- ▶ Email course in Social Networking
- ▶ Consider visual instruction and explanation ([youtube.com](https://www.youtube.com))

STRATEGIES TO DRIVE SENIORS TO YOUR FACEBOOK PAGE

- ▶ Entice them with a reward like a coupon
- ▶ Offer learning opportunities
- ▶ Offer discounts for visiting or “liking” your page.
- ▶ Come up with an easy to type URL
- ▶ Get endorsed by a trusted company, AAA, AARP.....
- ▶ Offer a free class then pitch your service
- ▶ Align with what seniors are trending with online
- ▶ Food attracts everyone! Partner with other local businesses to offer incentives.

SOME THINGS TO REMEMBER

- ▶ Food works for all ages
- ▶ Seniors are most active in the mornings
- ▶ Weather plays a huge factor for senior outings
- ▶ Seniors do not often make split decisions
- ▶ Don't make blanket assumptions about seniors.....

QUESTIONS?



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