



Building a Community on Facebook

April 2020

4 Steps to Building a Community on Facebook

- 1 Understand Your Audience
- 2 Understand the Channel
- 3 Posting to Your Office Page
- 4 Recruiting on Facebook

Step 1. Understand Your Audience

Key Questions to Ask:

- Who's on Facebook?
- Why are they on Facebook?
(Connect with Family & Friends, Make New Friends)
- How do they use Facebook?
(News Feed, Stories, Groups, Events)

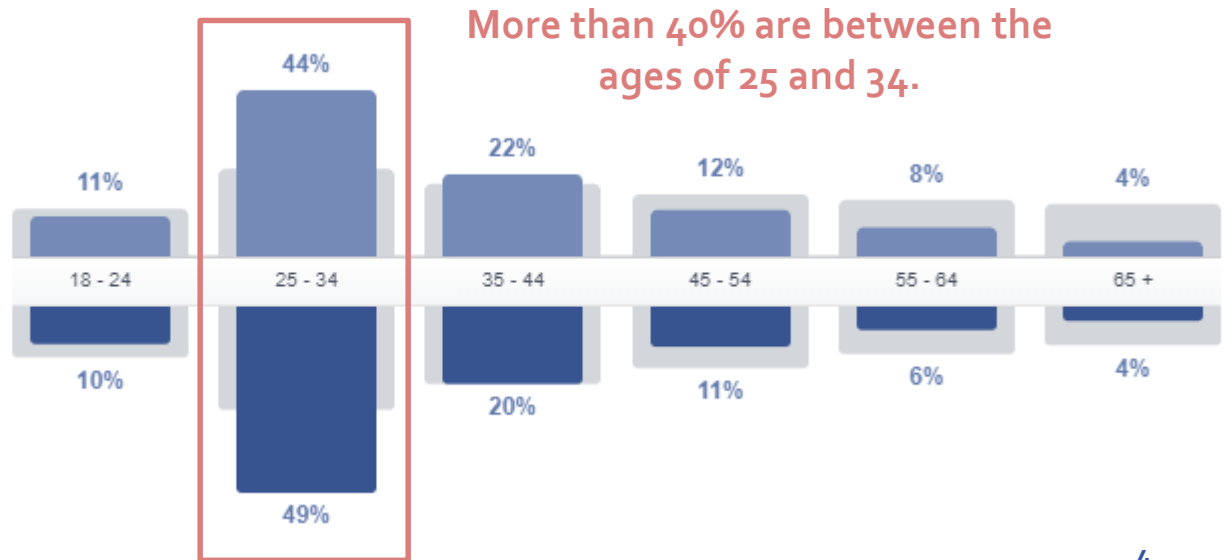
Facebook Demographics

There are **3.5 Million Facebook users** in the U.S. with a job title in the **“Healthcare and Medical Services”** sector.

72% are Women

72% Women
55% All Facebook

28% Men
45% All Facebook



What do women in their 20s and 30s care about?

Target Audience

50% of our target audience is married
71% have a college degree

Family – they are married with their own families and are more likely to be the caretakers of older family members (parents, grandparents)

- What Matters: Work/Life Balance, Health Benefits, Proximity to Home

Career – they have been working for at least a few years and understand what they like/dislike in a job and what they would like to accomplish in their career

- What Matters: Culture Fit (Women), Salary & Title (Men)

Step 1. Understand Your Audience

How They Use Facebook

- They Like, Comment, and Share Posts more than the average user
- They only “Like” 2 Pages in their lifetimes – translation: they don’t “Like” Pages
- When they do like pages, they like Lifestyle pages



Top 10 Page Likes

1	Jewelry/Watches	Verragio Engagement Rings and Wedding Bands
2	Website	Ooh La Llama
3	Community	I Love Cookie Dough
4	Public Figure	Juggling The Jenkins - Tiffany Jenkins • Bill Nye The Science Guy
5	Product/Service	Dippin' Dots • Fabietics
6	Actor	Chris Crocker
7	Comedian	Dane Cook • Joe Santagato
8	Event	The Color Run
9	Gym/Physical Fitness Center	Planet Fitness
10	Media	One Country

Step 2. Understand the Channel - Facebook

Most Facebook users are on mobile and the majority of daily users are outside the U.S. (aka not our target audience).

- **Monthly Active Users:** 2.5 Billion
- Mobile Users (2.26 Billion) vs Desktop Users (1.47 Billion)
- Almost 90% of Daily Users are International

Key Platform Features

- Individual User Profiles
- Groups (Private vs Public)
- Business Pages
- Fan Pages
- App Integrations

Facebook Usage Stats

Based on Facebook usages stats, we know:

- There's a lot of content on Facebook aka "noise" that you can get lost in
- Users actively comment on page posts
- A lot of people use Facebook groups
- People visit Facebook every day
- They use it to connect with family and friends, but also coworkers

Fast Facts on Facebook

- **5 billion comments** are left on Facebook pages monthly
- **Every 60 seconds:** 317,000 status updates; 400 new users; 147,000 photos uploaded; and 54,000 shared links
- Users spend **38 minutes per day** on Facebook
- 74% of Facebook users visit daily

See More Statistics

Facebook is getting a redesign. Again.

Social media channels are constantly iterating, rolling out new features, eliminating old features, etc.

The focus for 2020:

- New Design
- Groups
- Privacy

You're Invited to the New Facebook Design
We're excited for you to try a fresh, simpler experience of the Facebook website.

-  **Find Things Faster**
Get there fast with our new streamlined way to navigate.
-  **Cleaner Look, Bigger Text**
Larger fonts and simplified layouts make it easier to do what you want.
-  **Pick Up Where You Left Off**
Now we'll save your spot if you navigate away from News Feed.

New Layout



Dark Mode

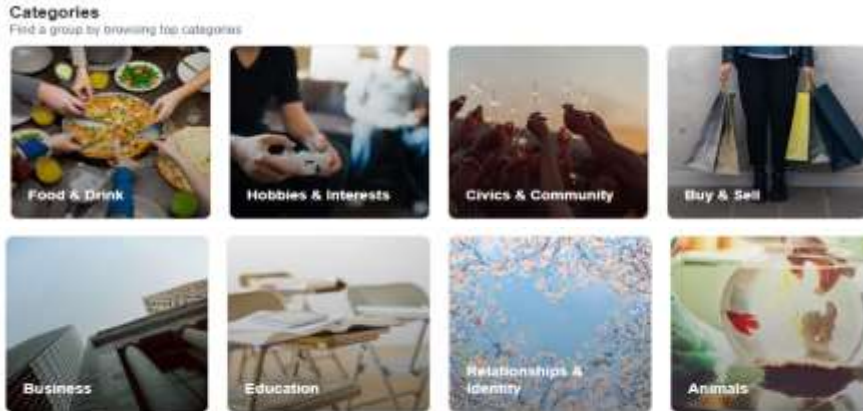


Facebook Groups

Groups are hubs of engagement. More than 1.4 billion users check groups every month. Only 200 million users are in “meaningful groups.” This is expected to rise to 1 billion.

Many of these “meaningful groups” are **secret groups**.

Hidden from cyber trolls, spammers and contrarians, secret groups offer members a space for like-minded individuals to seek advice, share opinions, and organize. Because secret groups offer more privacy, members are often more candid and more active.



Top Group Categories

- Food & Drink
- Hobbies & Interests
- Civics & Community
- Buy & Sell (Marketplace)
- Business
- Education
- Relationships & Identity
- Animals

Facebook Groups - Healthcare

There are plenty of Facebook groups in the healthcare space that you can join.

Tip #1: Search for keywords:

Healthcare, Nurse, RN, Caregiver

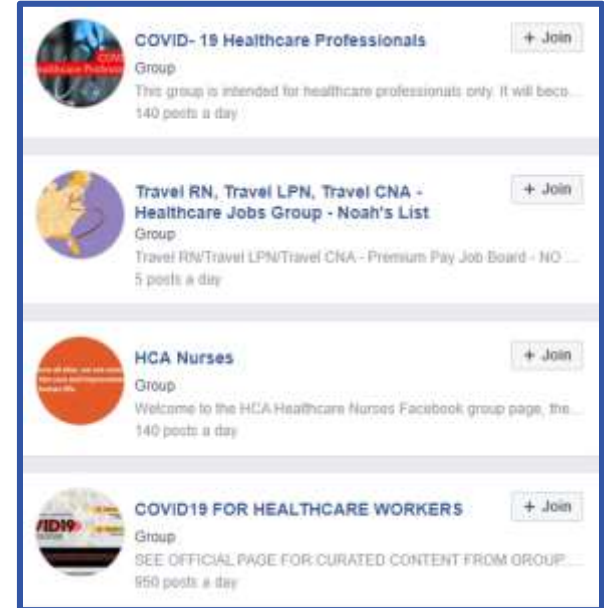
Tip #2: Follow the group rules!

If the group is for nurses only and you are not a nurse, don't ask to join. If the group says job posts are not allowed, don't post jobs to the group.

Tip #3: Learn about the group

How active is the group? How many posts a day?

Is it a Private or Public Group? How many members are there?



Search Healthcare Groups

Most people scroll through the News Feed when they go to Facebook. Here's how Facebook determines what content to show them:

1. Ranks all available posts that can display on a user's News Feed based on how likely that user will have a **positive reaction**.
2. Prioritizes **content posted from friends** over publishers, with a focus on "meaningful interactions."

Facebook's algorithm for ranking and displaying content on your News Feed is based on four factors:

- The **Inventory** of all posts available to display.
- **Signals** that tell Facebook what each post is.
- **Predictions** on how you will react to each post.
- A **Final Score** assigned to the content based on all factors considered.

What gets prioritized?

- Posts from "Friends"
- Posts from pages & people you engage with frequently
- Posts from pages you want to "See First"

Step 3. Posting to Your Office Page

Your office Facebook page is a place to build a local community.

You should post:

- Caregiver of the Month
- New hires & walk-ins
- Office parties
- Work anniversaries
- Events (job fairs, etc.)



Question: How often should I post? When should I post (day of time, time of day)?

Answer: It doesn't matter much. Your content will be seen (or not seen) based on the Facebook Algorithm explained on Page 13. "When" is not as important as "what" but don't let your page go dormant – try to post at least **1-2 times per week**.

Tips for Posting Content

- **People like people** – post pictures and videos of people
- **Be authentic and real** - write like you talk
- **Stay "on brand"** – don't change the Maxim logo or colors
- **Keep it professional** – your page is a reflection of Maxim, use good judgment when posting to your office page

Posting Pictures

Question: Can I post this picture?

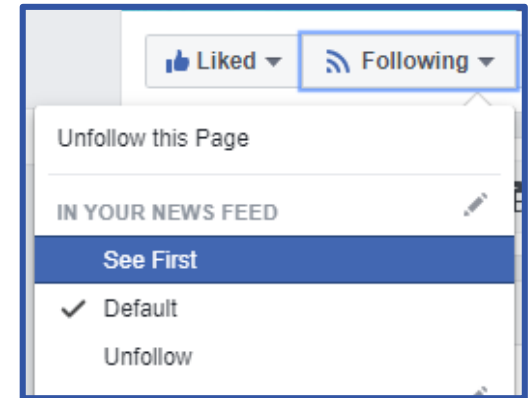
Answer: Copyright and privacy laws impact the answer to this question. Review the follow up questions below and take the appropriate action.

- **Did you take the picture?** If yes, you own it and can use it.
- **Are others in the picture?** If yes, make sure you have their permission to share it.
- **Did you find it on the internet?** If yes, make sure it has a Fair Use copyright. If you are unsure of the copyright, ask marketing.
- **Is a patient shown in the picture?** If yes, a consent form is required. Contact marketing@maxhealth.com for assistance.

Question: How do I get people to engage with my posts?

Answer: There are a few things you can do to increase engagement.

1. Ask them to like and follow your page
2. Ask them to select "See First" from the following tab
3. Make sure people in your office know when you post new content
4. Pay attention to the content your followers engage with most and post more content like it



Step 4. Recruiting on Facebook

There are two primary tools for recruiting on Facebook:

1. Facebook Jobs - [facebook.com/jobs](https://www.facebook.com/jobs)

Posting jobs to your office page will make them appear in the Facebook Jobs section.

2. Groups

Networking and Recruiting groups will allow you to share job posts.



How to Post a Job on Facebook

Posting a job to the Facebook Jobs tab is super easy! Here's a [quick 3-minute video](#) on how to do it.

First, you need to make sure you are an **Admin on your Maxim Facebook account**. If you are not the Admin, please contact marketing for assistance.

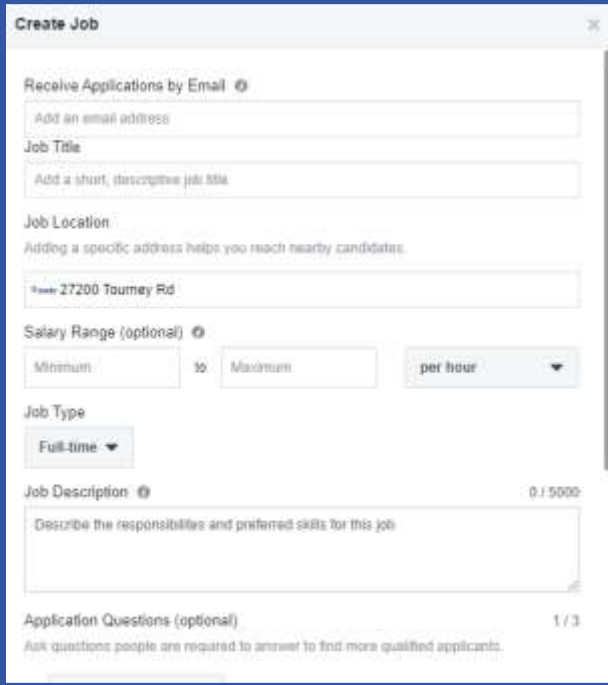


Tip #1: Don't get too creative

Post the position with the basic info (location, type, skills required, etc.) and most important qualifications and job duties. Keep it clean with short sentences and bullet points. The goal is to get someone to contact you for more information – not read a novel.

Tip #2: Highlight unique benefits

Highlight any unique benefits such as referral bonuses, sign-on bonuses, free training, travel reimbursement, etc.



The image shows a screenshot of the Facebook 'Create Job' form. The form is titled 'Create Job' and includes several sections for job details:

- Receive Applications by Email:** A text input field with the placeholder 'Add an email address'.
- Job Title:** A text input field with the placeholder 'Add a short, descriptive job title'.
- Job Location:** A text input field with the placeholder 'Adding a specific address helps you reach nearby candidates.' and the example text '27200 Toumey Rd'.
- Salary Range (optional):** A section with two input fields for 'Minimum' and 'Maximum', a 'to' separator, and a dropdown menu for 'per hour'.
- Job Type:** A dropdown menu currently set to 'Full-time'.
- Job Description:** A large text area with the placeholder 'Describe the responsibilities and preferred skills for this job' and a character count of '0 / 5000'.
- Application Questions (optional):** A section with a character count of '1 / 3' and the text 'Ask questions people are required to answer to find more qualified applicants.'

That's All Folks!

Visit the Social Media Hub
for more information.

[Visit the Hub](#)