ISL Social Media Best Practices Guide

Overview

You love your residents, so let the world know! This guide aims to provide your community with helpful guidelines to boost engagement on your community's Facebook page. Divided into three parts, this document has tips that will help your community produce the best content to post on social media.

This guide goes into detail on which community activities and moments lend themselves to perform well on social media. You can also find tips on capturing high-quality photos and videos of your residents. Finally, there are tips for posting on Facebook to ensure your posts perform better on the platform.

With any questions, please email the ISL Communities team at islcommunities@mpf.com.

Examples of Top-Performing Photos

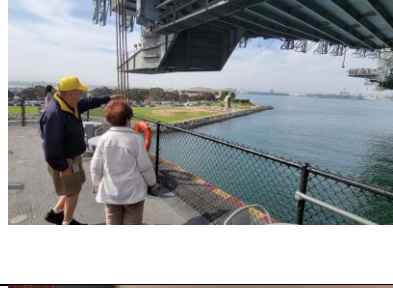| Post Type	Example 1	Example 2
Community activities: Are you hosting a fun activity or happy hour at your community? Make sure to take photos showing your residents enjoying themselves.		
Dining: The best part of any day at an ISL community often happens around the dining table. Share a photo of your residents enjoying a meal together or the meal itself.		
Holiday photos: No matter the holiday, nothing gets you in the spirit like seeing other people embracing the festivities. If your community hosts a holiday party, capture some of the best moments. We love to see your residents celebrating Christmas, New Year's, the Fourth of July and St. Patrick's Day.		

Enjoy the outdoors: When the weather is right, we love to see photos of your residents soaking up the sunshine and breathing in the fresh air.		
Outings: It's always great to see ISL residents out and about in their local community.		
Smiling faces: There's nothing like seeing residents enjoying their time at ISL. Gather a few residents for a quick picture so that we can share the happiness on their faces with future residents.		

Photography Tips for Your Phone

Take photos and videos in landscape orientation. It's much easier to crop and edit photos and videos when they're shot horizontally. Please hold your phone sideways to take photos and videos.

Don't zoom in, and take time to frame your shot. When you're taking photos on a mobile phone, it's best to move as close to the subject as possible rather than zooming in to ensure photos aren't grainy when posted. When taking a photo of a person, shoot the photos from the chest/waist up, and ensure that you don't cut off any part of their body that will be visible in the photo, like shoulders, arms, top of the head, etc.

Shoot in natural light if possible. Try to position the subject of your photos where natural light is hitting them face-on to avoid shadows on people's faces. Ideally, it's best to have a neutral background behind them as well.

Don't take photos of residents eating. Heartis has a "no food in mouth" photo rule when sharing pictures of your residents online. While we encourage you to capture your residents' dining experience, please refrain from taking photos while they are actively eating.

Clean your camera lens. Before taking a photo, be sure to gently wipe your phone or iPad lens with a soft, lint-free cloth to remove any dust or smudges.

Set your focus. If you're trying to focus on a particular object or person, just tap your phone or iPad screen where you would like the focus of the photo to be.

Tips for Posting to Facebook

Post consistently. We recommend that your community posts one to three times a week in order to keep your followers interested, but not overwhelmed with content. Choose a schedule that makes sense for your team and stick to it.

Keep the copy short. We have found that, the longer the post, the less engagement. Try to keep your captions under 500 characters.

Post videos. When you've captured a great video of a community event or Livin' the Dream event, post the video in a post by itself to capture your followers' attention.

Curate the best photo albums. While you likely captured a lot of great photos for your community, don't feel the need to upload the entire album. Sort through the photos you have taken and find the best photos to showcase your community's vibrancy.