



Social Media Guide for Funeral Homes

Quick Guide



1 Get permission to share on social, but don't post it all

It won't work well to share every obituary on your Facebook page, but sharing special excerpts occasionally can be good. Consider placing all obituaries on a dedicated Facebook page.

2 Make social media more than obituaries.

Your social media accounts should help you connect with and celebrate the communities in which you serve. Telling stories about how you are helping, what your staff is doing in the community, plus positive notes about the activities of other groups helps keep you connected.

Staff stories



Community Engagement



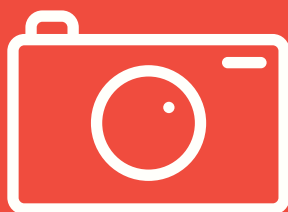
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3 Set the tone when you post

The tone you set in your social media tells people about the personality of your business. Are you deeply somber, or are you caring, encouraging and compassionate? Allow your the personality of your business to come out, appropriately.



4 Celebrate community involvement



If you hope to grow referrals, then sharing about the good and important work of others should be one key focus of your social media. It's ok to brag on the good works of others and to promote their programs, along with special projects you are involved in as a company.

5 Make the social to website connection

Connecting people back to your website from what you share online is an important part of building a healthy digital presence. Valuable content should be linked.



6 Understand the power of Social Ads

The power of social media ads should not be underestimated. The full power of these networks requires sophisticated management, but can deliver great preneeds results - [ask Story](#) about how to put this to work for your company.



"Social media is proving to be a powerful tool for local funeral homes that want to create sustained preneeds pipelines."

David Mills, Chief Growth Officer



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