## Social Media — We're In This Together!



NASMM actively engages in social media as part of our overall marketing strategy. Our aggressive social media efforts have reached over one and a half million individuals since January 1st!

From Facebook to Twitter, LinkedIN, Instagram and the NASMM blog, we continue to maximize our visibility through this ever-changing technology.

The members who are winning at social media within NASMM are doing precisely that. We know it's time-consuming and, quite honestly, daunting to constantly load your company social media accounts with interesting, inspiring and timely information about aging and aging services.

But you don't have to. Simply re-Tweet, share or comment on one of NASMM's many posts and you're halfway there. NASMM has learned quite a bit about social media for small businesses and brands through our own starts and stops of the last 8+ years.

What we've learned is creating content is tedious and incredibly labor intensive. We know because we did it. But what we've found is that the ROI on curating content (versus creating it from scratch!) is much greater, more exciting, and more time-effective for busy professionals like all of us.

Providing your followers, friends, and referral sources with meaningful, diverse content will build trust and – over time – lead to MORE clients and MORE referrals. After all, if you are the one they're going to for trusted information, why wouldn't they contact you when they need services they can trust?

NASMM spends an enormous amount of time throughout the year getting the word out about Senior Move Management. We spend hours, days and (sometimes!) weeks working closely with the media — speaking with them and aggregating all kinds of data and information for their use. We spend time each and every day reading, rejecting OR publishing, and even creating compelling content on our social media sites for your use.

For every post we publish, we've likely read tens of articles or other posts we're not using. We spend healthy sums of money on Google Adwords and Facebook Ads to drive more eyeballs to NASMM than simple organic searches could possibly provide.

**SO HERE'S THE DEAL: YOU** need to become pro-active about enlisting interest and excitement in Senior Move Management at the micro level – in your cities, towns, suburbs, churches, and local media outlets.

In tandem with our substantial national efforts, your regional work will pack a 1-2 punch. And we've learned through our own success nationally that "press begets more press." We're in this together. If we all put forth the effort, we can't lose.

As NASMM grows and interest in Senior Move Management expands, we must begin collecting more information about Senior Move Management. Quite simply, the media is requesting it. More importantly, YOU are all asking for it.