



How to Leverage Social Media to Support Resident Acquisition and Build Occupancy

DATE & LOCATION

February 14, 2019
9:00 am—12:15 pm

The Handelman Conference Center
7090 Samuel Morse Drive
Suite 400
Columbia, Maryland

Registration and breakfast begin at 8:30 am. Doors open at 8:15 am.

TARGET AUDIENCE

CCRC, Skilled Nursing, AL & Housing

- Marketing Department Staff
- Executive Directors / CEOs
- Administrators
- Assisted Living Managers

CEU — 3.0

- Administrator
- Assisted Living Manager

FEES

- Lifespan Members: \$85
- Nonmembers: \$185

**IN THE EVENT OF
INCLEMENT WEATHER,
CALL 410-381-1176 FOR
SEMINAR STATUS**

PROGRAM

In this interactive workshop, senior care organization marketers will learn how to target key audiences with social media to help fill vacancies. Covered in this detailed workshop will be a host of best practices, trends, insights, and the ability to have experts go through your social channels and review your current profile set ups.

Five key things you will learn about your social marketing

- Facebook profile best practices
- Organic content – what, when, how and why
- Social landscape – understanding the leading platforms
- Measuring effectiveness and setting benchmarks
- When and how to spend money on social media

OBJECTIVES

1. Gain a better understanding of how to use Social Media Marketing (SMM) for business use
2. Discover how to use SMM to build awareness, increase visibility and engage in conversations
3. Explore various SMM tools including Instagram, Facebook, Twitter, LinkedIn, and other social media tools

SPEAKERS

Rachel Beaumont
Director of Media
Renegade Communications

Andrew Campbell
Digital Marketing Manager
Renegade Communications



Renegade

Continuing Education Credits

This program is approved for 3.0 credit/contact hours. This program is approved by the National Continuing Education Review Service (NCERS) of the National Association of Boards of Examiners of Long Term Care Administrators. The program is approved by the Office of Health Care Quality (OHCQ) for continuing education credits for assisted living managers.

Registration Policies

1. Please mail or fax your registration early. Space is filled on a first served basis. Policy and deadlines for registration are the same by fax as by mail.
2. Please enclose a check or complete the credit card registration below. Faxed registrations must include credit card or purchase order information.
3. Registrations and payment must be received no later than five days prior to the workshop.
4. We reserve the right to cancel this program due to insufficient registration.

Cancellation Policy

Refunds, minus a \$25 processing fee per registrant, will be honored if requested in writing five (5) business days prior to the date of the seminar. In the event of emergency, attendees may send substitutions in their places without prior notification. Additional fees may apply.

Inclement Weather Policy

If Howard County Public Schools are closed or opening late due to inclement weather, all seminars are **CANCELLED**. Registrants will be contacted regarding rescheduling arrangements.

DIRECTIONS

**Handelman Conference Center 7090 Samuel Morse Drive, Suite 400
Columbia, MD (Located at rear of Building)**

FROM INTERSTATE 95

Take the MD-175 W EXIT 41, toward Columbia. Merge onto MD-175 W/Rouse Pkwy. Turn slight right onto ramp to merge onto Columbia Gateway Dr. Follow approximately 1.5 miles to a left onto Samuel Morse Dr. (If you reach Robert Fulton Dr. you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear of the building.**

FROM ROUTE 32

Take Exit 14 for Broken Land Pkwy. Merge onto Broken Land Pkwy. Turn right onto Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane to take the ramp onto Robert Fulton Drive. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. (If you reach Albert Einstein Dr you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear of the building.**

FROM FREDERICK and points West

Take I-70 E toward Baltimore. Continue on I-70 to merge onto US-29 S/Columbia Pike S via EXIT 87A toward Columbia/Washington. Keep left to take MD-100 E via EXIT 22 toward Glen Burnie. From MD-100 take Exit 3 for Snowden River Parkway. Immediately after the light at Oakland Mills Rd. use the right lane take the ramp to merge onto Robert Fulton Dr. Follow to the end and turn right onto Columbia Gateway Dr. Take the 1st right onto Samuel Morse Dr. (If you reach Albert Einstein Dr. you've gone too far). 7090 is on the right and at the end of Samuel Morse Drive. Turn towards the office building. Follow the signs to go left around the building to the Handelman Conference Center. **The Conference Center is at the rear of the building.**

Registration Form

How to Leverage Social Media to Support Resident Acquisition February 14, 2019

PLEASE PRINT. Copy this form for multiple registrants. Please register and return by **February 11, 2019**

Name _____ Title _____

Email (Work) **Required** _____

NH Administrator License# _____ NAB CE Registry I# _____

Facility Name _____

Facility Address _____

City _____ State _____ Zip _____

Work Phone _____ Fax _____

Fee: LifeSpan Members: **\$85** Nonmembers: **\$185** Total Amount Due \$ _____

Please mail with check payable to: **THE BEACON INSTITUTE**, 7090 Samuel Morse Dr, Suite 400, Columbia, MD 21046

Or fax with credit card information to **410.381.6061**

  

Name on Card _____ Account No. _____

CVV2 Security Code _____ Expiration Date _____ Signature _____

CREDIT CARD BILLING ADDRESS _____

Card Holder Email Address _____