



THE ONLINE WORLD OF FISHER HOUSE

Lisa Kelley
Director of Digital Media



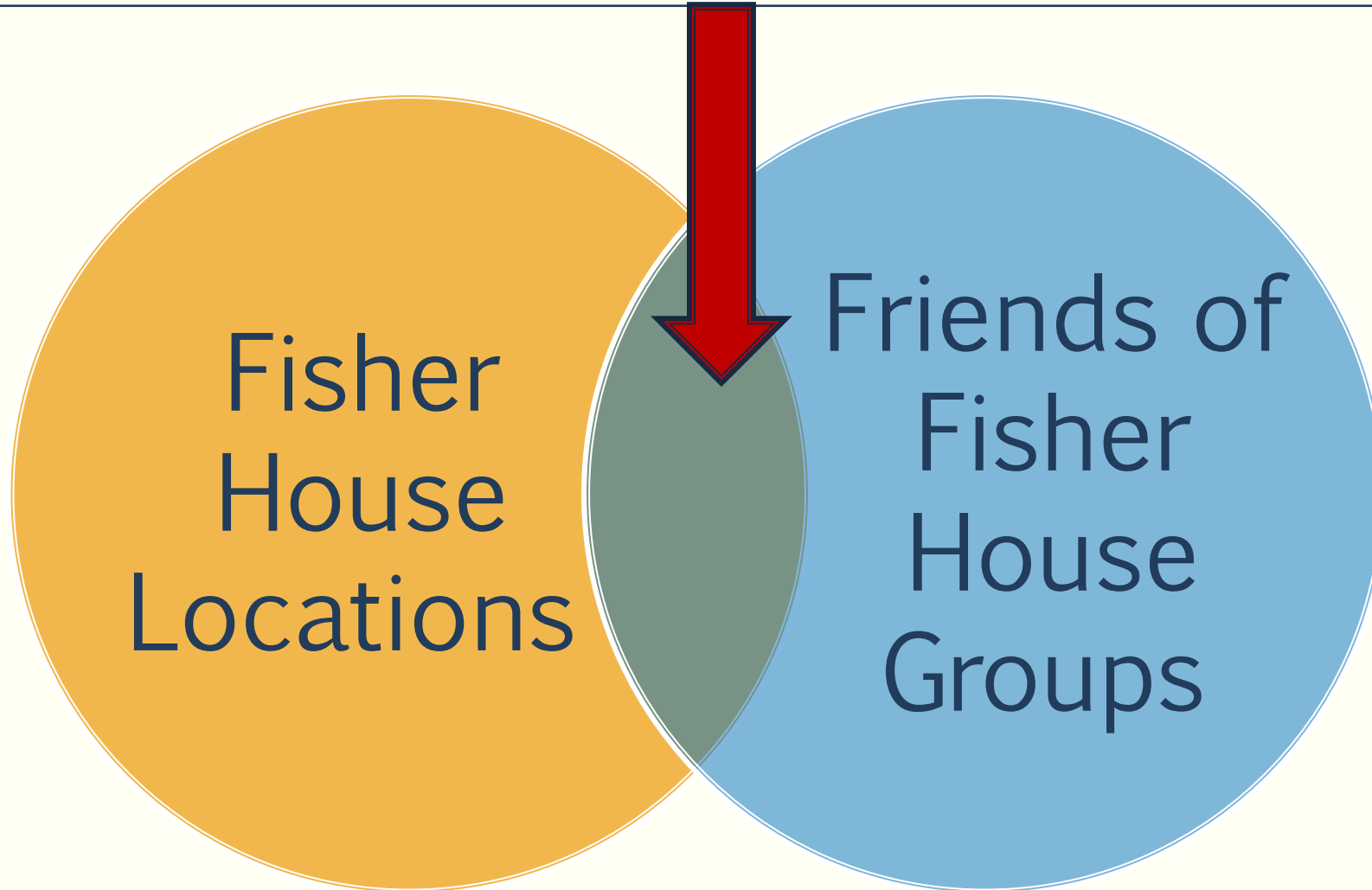


Parks and
Recreation

What Do We Need to Know?



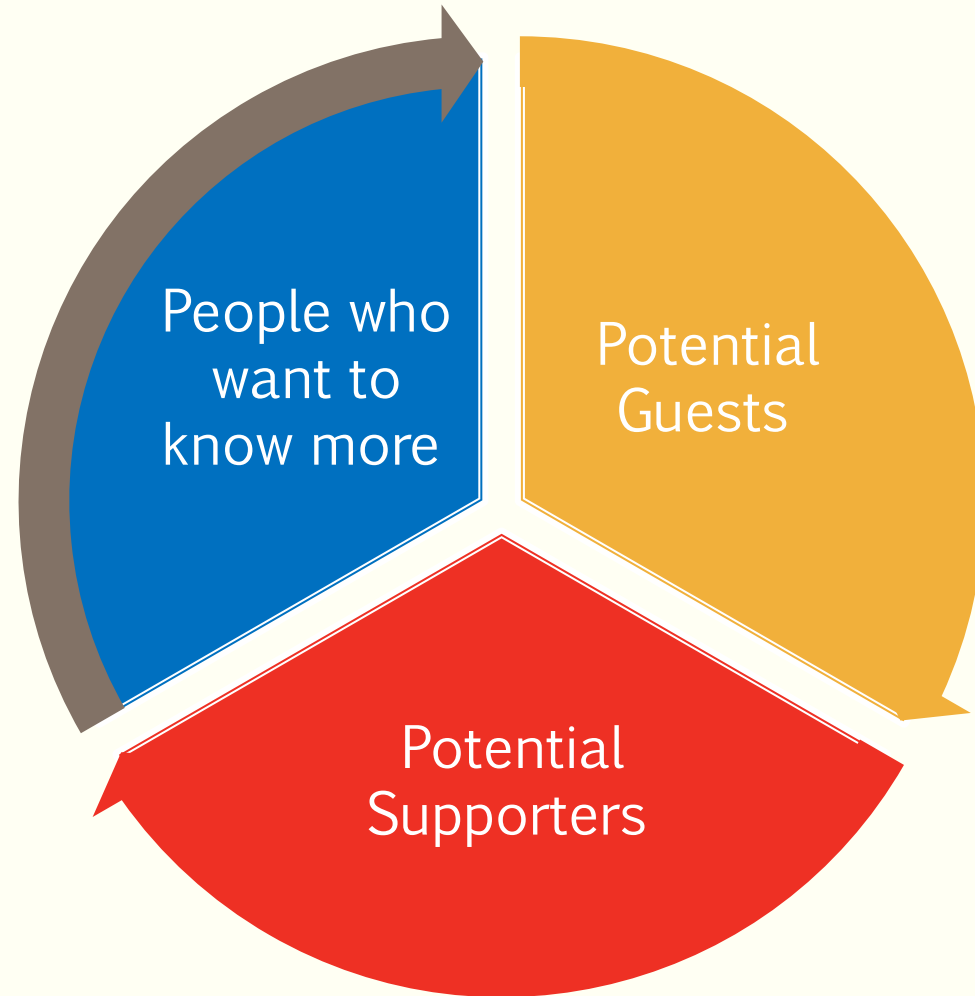
What Do We Need to Know?



WHO



Who are you talking to?



WHERE



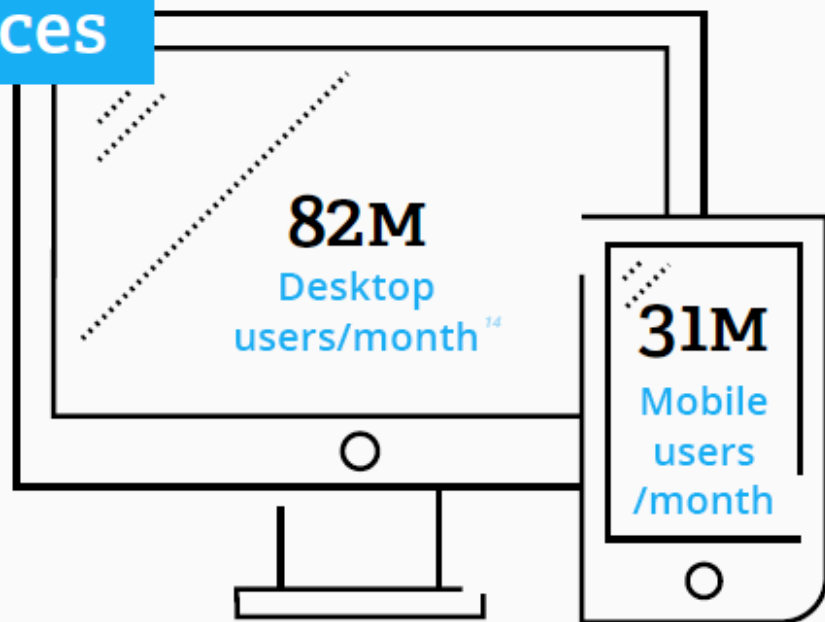
Where do I go?



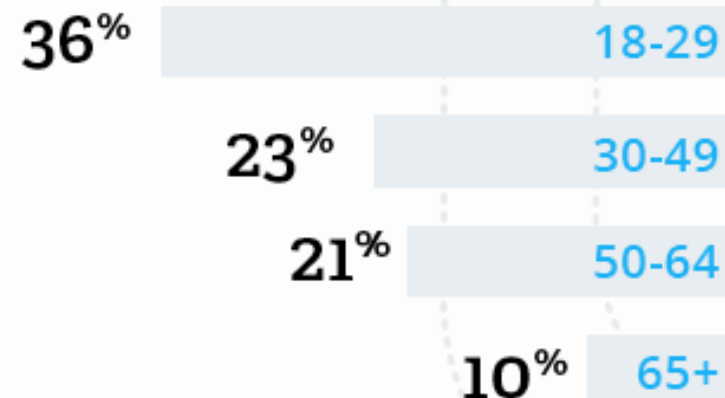


Twitter

Devices



Age of internet users who use Twitter²

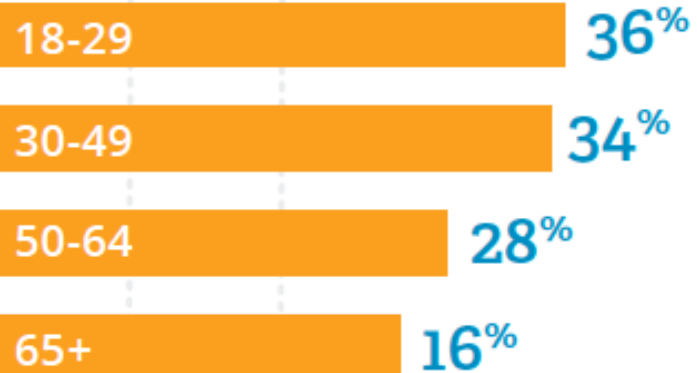


84% of Twitter users use Twitter to find coupons, deals, reviews, and ideas²²

75% of Twitter users check the site daily to get their news²²

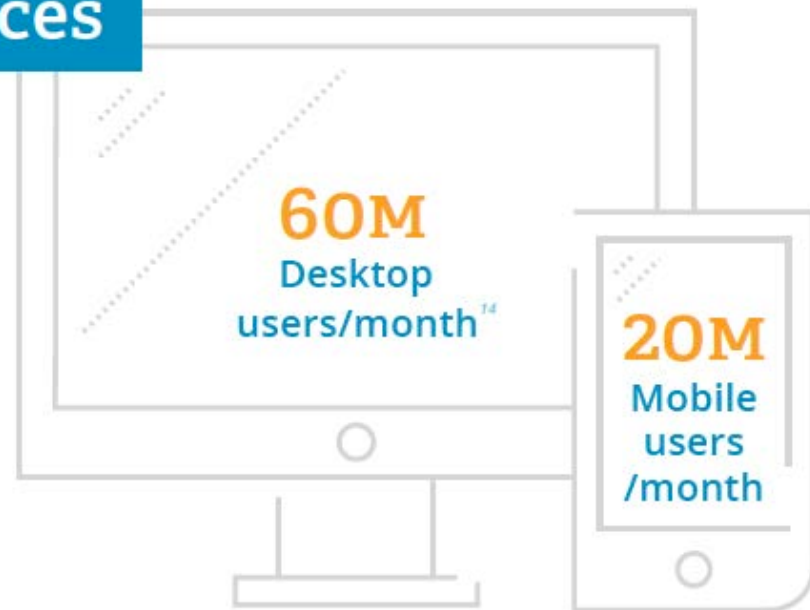


Age of internet users who use LinkedIn²



LinkedIn is the most popular social network with Fortune 500 CEOs²⁹

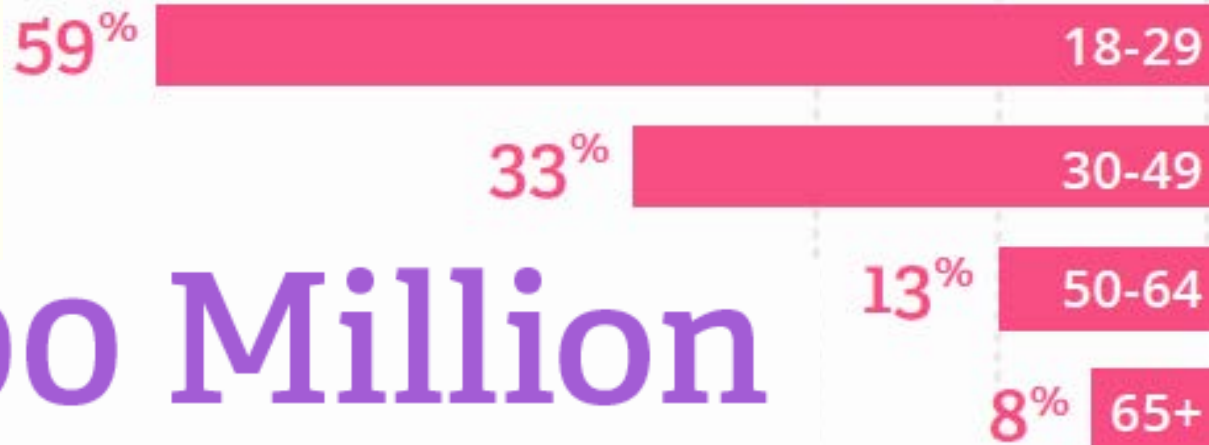
Devices





Instagram

Age of internet users who use Instagram²



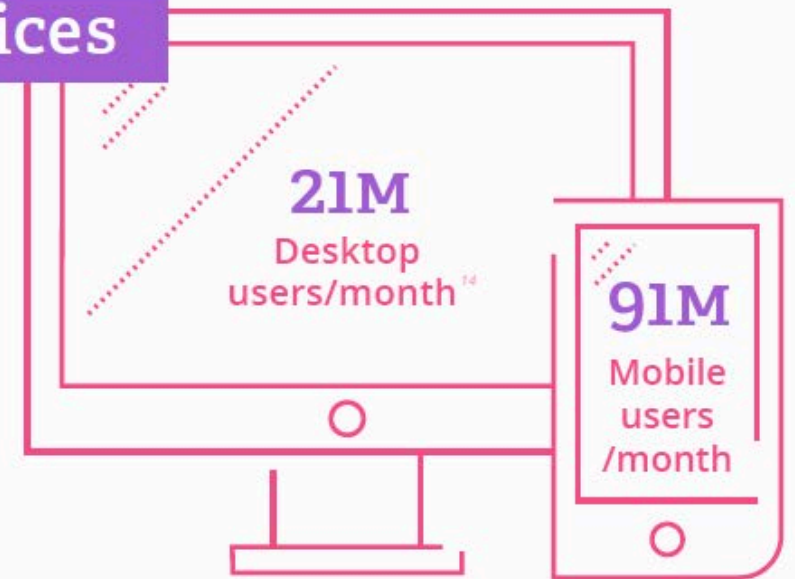
800 Million

Monthly Active Users²⁰

500 Million

Daily Active Users

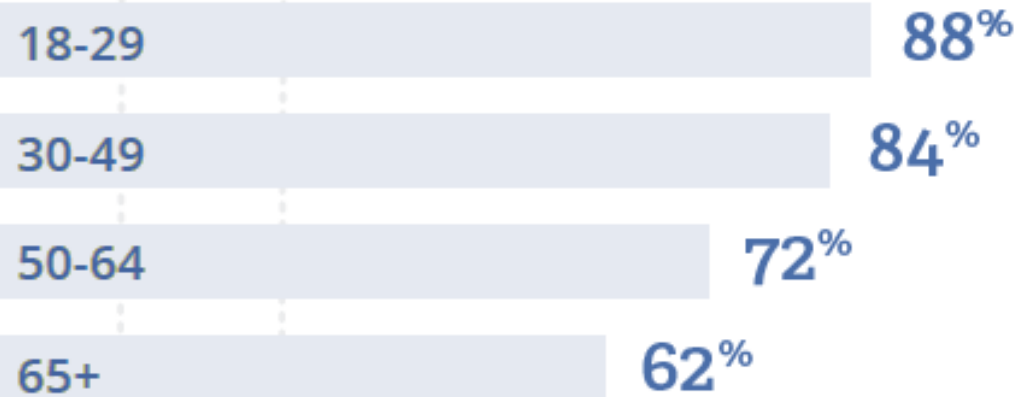
Devices



53% of users follow brands¹

facebook.

Age of internet users who use Facebook²



Devices

90M
Desktop
users/month¹⁴

179M
Mobile
users
/month

Users spend an average of 2.5 seconds with a piece of content on desktop

Users spend an average of 1.7 seconds with a piece of content on mobile³

WHAT



Every Page – Social or Website

House Contact
Information

What is a
Fisher House?

Supporter
Information

Tell a Thousand Words!

Visual

Use a photo or video

Graphics

Go Live!

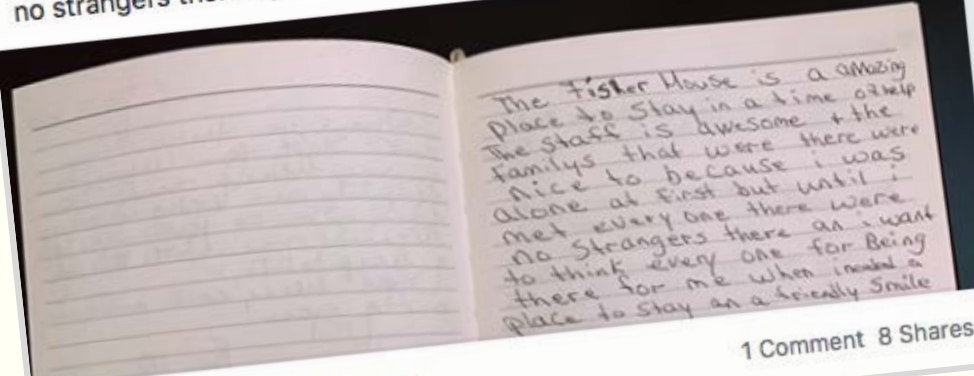


FISHER HOUSE CALIFORNIA
SAN DIEGO I & II 3480
Phone # (619) 532-8

Our Fisher Houses have some fantastic volunteers that walk through the doors each day. Volunteers like Jennifer Matthews: Allstate Insurance and the rest of her crew. Thank you so much for spending the day and making some delicious food for our Denver Fisher House families.

Friends of Fisher House Charleston
March 1 at 12:03 PM · 🌐

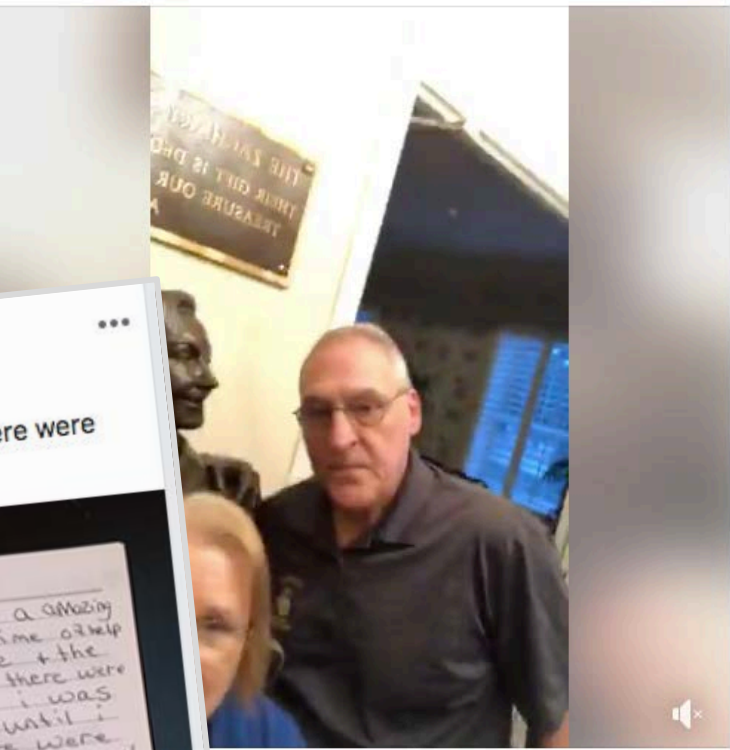
Found this entry in one of the in-room Journals yesterday! "There were no strangers there". ❤️



The Fisher House is a amazing place to stay in a time of help. The staff is awesome + the families that were there were nice to because i was alone at first but until i met every one there were no strangers there an i want to think every one for being there for me when i need a place to stay an a friendly smile

1 Comment 8 Shares

David Coker and 30 others



s live.

Social Means Social

Tone

Have a conversation

Share emotion

Be witty



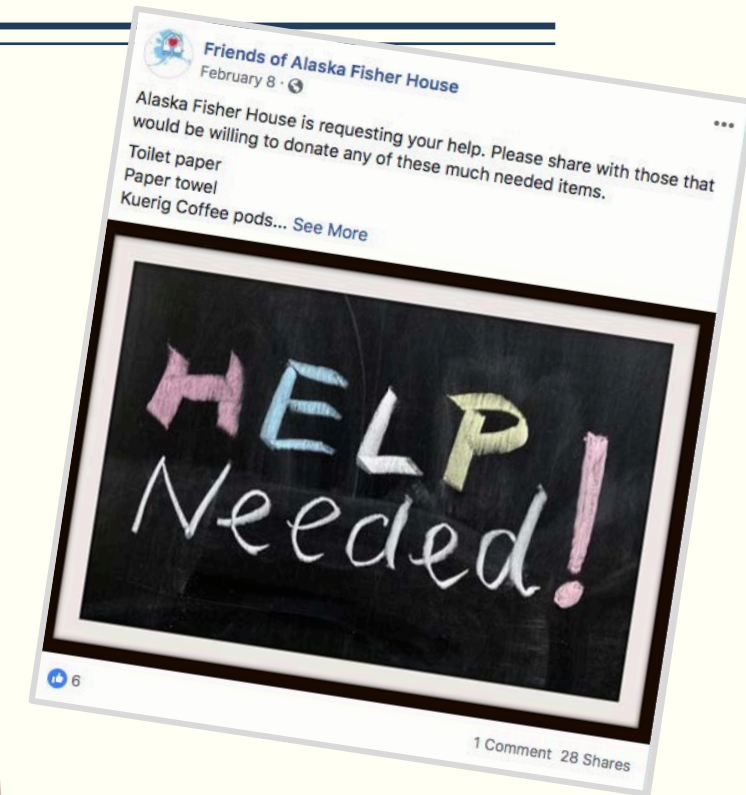
It's Not All About You

Content

Share industry news

Post culturally relevant things

Give them an opportunity





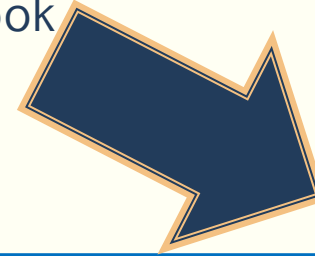
A WORD ABOUT POLITICS –
JUST SAY NO

DOING IT WELL

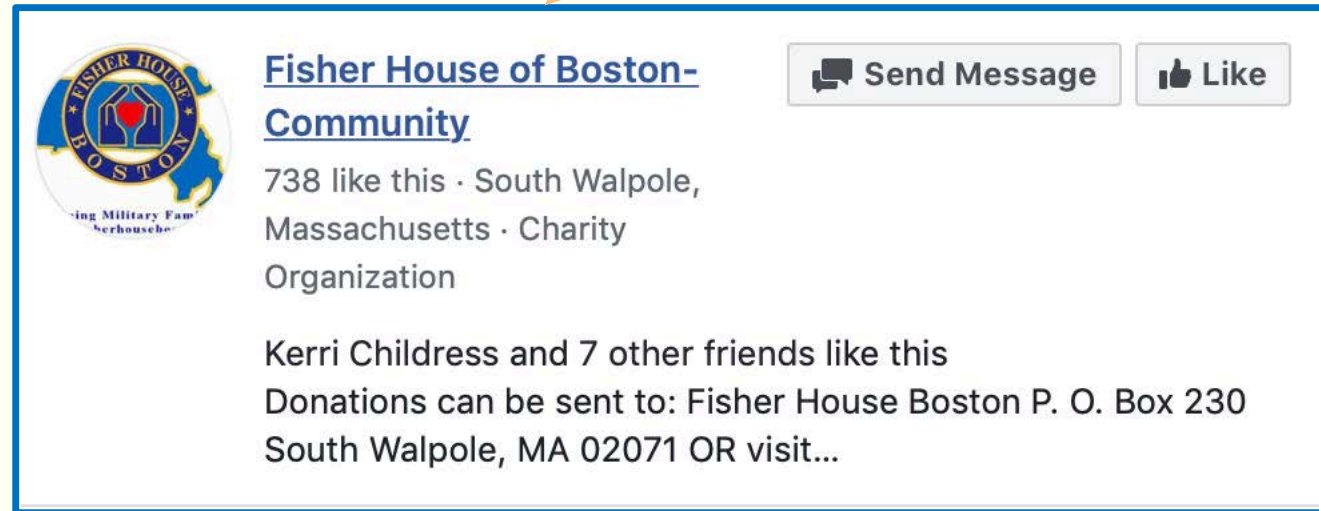





Make it Clear

Business Pages on Facebook
and Instagram



Differentiate if you are the
Fisher House or
supporting group



 **Fisher House of Boston-Community**  

738 like this · South Walpole, Massachusetts · Charity Organization

Kerri Childress and 7 other friends like this

Donations can be sent to: Fisher House Boston P. O. Box 230 South Walpole, MA 02071 OR visit...

© 2019 Fisher/Nightingale Houses, Inc. Fisher/Nightingale Houses, Inc. is a private organization. It is not part of the Department of Defense or any of its components and it has no governmental status.

Sharing is Caring

Follow other groups & organizations

Share content

The image shows a screenshot of a Facebook post. At the top, the post is from 'Fisher House Wisconsin', posted 5 hours ago. The main content is a photograph of Dr. Dennis Hollins, a Black man with glasses, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly. A red heart-shaped stethoscope graphic is overlaid on the bottom right of the photo. Below the photo, the text reads 'Dr. Dennis Hollins, Charlie Norwood VA Hospital' and '#NATIONALDOCTORSDAY'. Underneath that, it says 'Fisher House Foundation' and 'Published by Sprout Social [?] · 7 hrs ·'. The main body of the post contains the text: 'This #NationalDoctorsDay we celebrate the many doctors that take care of our service members, veterans and military families. Dr. Dennis Hollins, Chief of the Rehabilitation Medicine service at the Charlie Norwood VA shares why...'. To the left of the main post is a smaller, tilted screenshot of a 'Pages Liked by This Page' section. It lists three pages: 'Stash Media Group' with a red circular logo, 'Birdies for Charity' with a logo featuring a bird and a golf ball, and '59th Medical Wing' with a blue and yellow logo. Each page has a 'Like' button next to it.

Let it Go

Commenting

Open up comments

MONITOR
MONITOR
MONITOR!

Delete anything offensive



Traci Gray Stahl This sweet boy is Fisher. The name was chosen as a tribute to the Fisher House Foundation, an amazing organization that has helped our family during our sailor son's recovery from a cardiac arrest and subsequent anoxic brain injury. The Fisher House enabled me to stay at Trent's side and be as his advocate during a critical period. "Home" was the Murphy VA Fisher House in San Antonio (3 months), the Fisher House in Bethesda (10 months), and the Fisher House in Richmond, VA(3 months). We are currently working to become a certified therapy dog, to visit other veteran injury survivors, and Fisher House families.



Love · Reply · Message · 13 · Edited

Write a comment...



Marcia Hennessy Love these lovely homes for the Families of our Wounded Warriors. 🇺🇸🇺🇸🇺🇸
Love · Reply · Message · 1d

Fisher House Foundation Thank you **Marcia Hennessy**.
Like · Reply · Commented on by Stacy Bilodeau [?] · 1d

Darlene Allen I can't believe its actually happening. We have been working hard on our NM Fisher House for the last 5 years. We have an awesome Friends Of NM Fisher House Exec. Board and we are getting things done. This is so EXCITING for our NM Vets and their families. 🇺🇸
Like · Reply · Message · 1d

Off the Grid

Work with
your PAO

Send house
information

Send 1-2
stories per
month

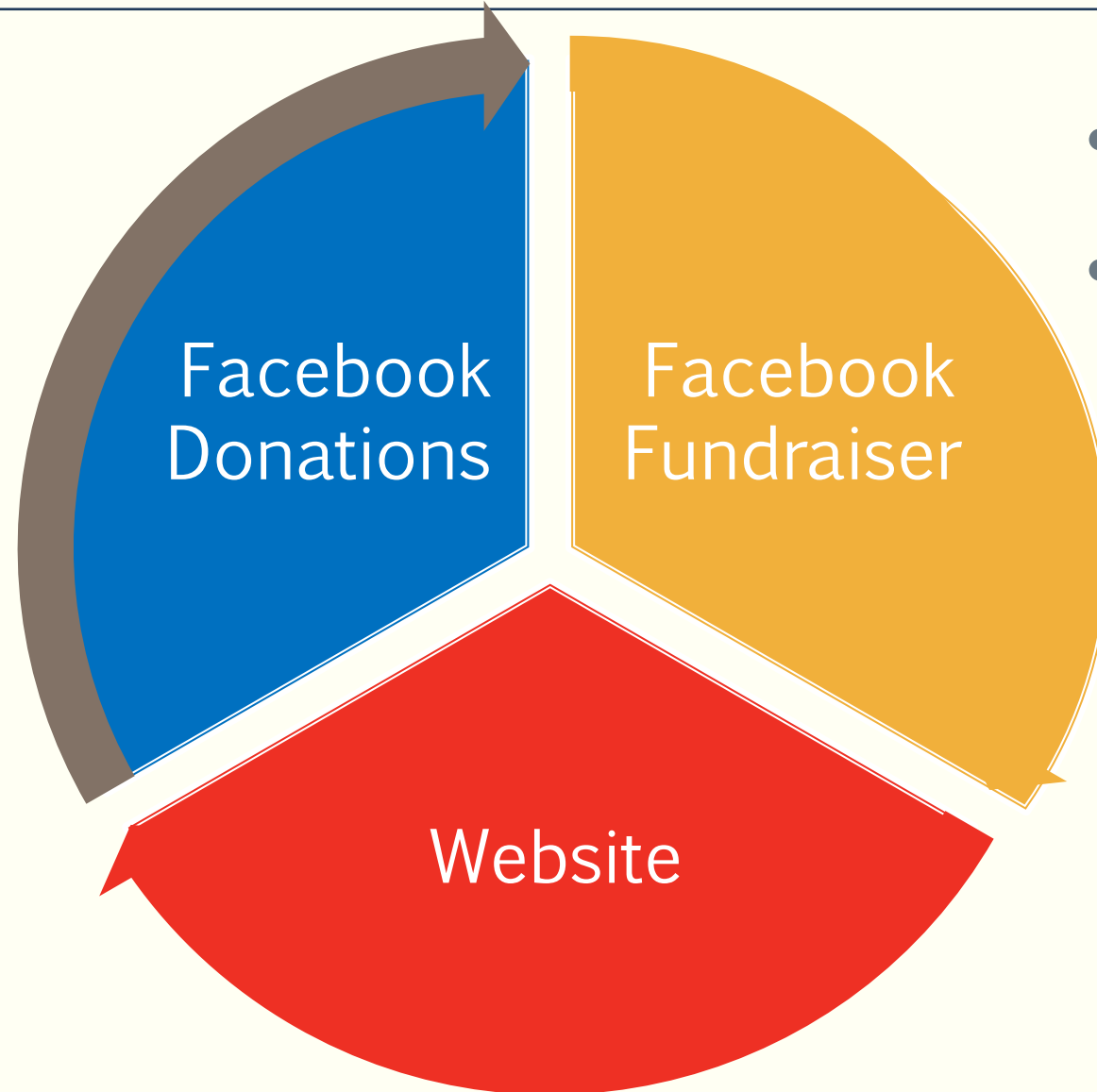
FUNDRAISING



Fundraising & Donations

- Accept donations where people are
- Ability to add Donate button to page and posts

- Make sure link is always visible
- If you don't have a processor, use FHF hosted donation page



- You can create a custom fundraiser
- Supporters can create their own fundraisers

Q&A

