THE ONLINE WORLD OF FISHER HOUSE

Lisa Kelley
Director of Digital Media
What Do We Need to Know?

Who  Where  What
What Do We Need to Know?

Fisher House Locations

Friends of Fisher House Groups
Sir? Sir... or are you listening to me, Sir?
Who are you talking to?

- Potential Guests
- People who want to know more
- Potential Supporters
WHERE

Never half-ass two things.
Where do I go?
82M
Desktop
users/month

31M
Mobile
users/moth

Age of internet users who use Twitter

36% 18-29
23% 30-49
21% 50-64
10% 65+

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

75% of Twitter users check the site daily to get their news.
LinkedIn is the most popular social network with Fortune 500 CEOs.
800 Million
Monthly Active Users

500 Million
Daily Active Users

Age of internet users who use Instagram:
- 59% 18-29
- 33% 30-49
- 13% 50-64
- 8% 65+

Devices:
- 21M Desktop users/month
- 91M Mobile users/month

53% of users follow brands.
WHAT

IF YOU DON'T LIKE WHAT I POST
DON'T FOLLOW ME
Tell a Thousand Words!

Use a photo or video

Graphics

Go Live!

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.
Social Means Social

Tone

Have a conversation

Share emotion

Be witty

Fisher House VA Salt Lake City
16 hrs - 3

Do you know what is awesome? Two different groups coming together to serve our families! Thank you to Knights of Columbus Council 6522 & Girl Scout troop 177 for the awesome dinner and entertainment! What a dynamic duo!

Froliv House of Alaska
11 hrs - 4

Good luck to the Alaska Warriors Hockey team!
Thank you to all that celebrated and sponsored the send off of the
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disabled veterans hockey team on Tuesday. The team will compete
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in the 2019 USA Hockey Disabled Hockey Festival! nationally at the Toyota Field in Salt Lake City.
We are excited for them and can not wait to hear how they did.
Alaska Warriors Hockey

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Alaska Warriors Hockey

Alaska Warriors Hockey
It’s Not All About You

Share industry news

Post culturally relevant things

Give them an opportunity

Content
A WORD ABOUT POLITICS –

JUST SAY NO
I have no idea what I'm doing
Make it Clear

Differentiate if you are the Fisher House or supporting group

Business Pages on Facebook and Instagram

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...

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Sharing is Caring

Follow other groups & organizations

Share content
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 enabled me to stay at Trent's side and be as close as possible. Fisher House is a place and advocate during a critical period. "Home" was the best description I could come up with. We are currently working with Murphy VA Fisher House in San Antonio (3 months), Murphy VA Fisher House in San Antonio (3 months), and the Fisher House in Bethesda (10 months). Additionally, we are currently working with Richmond, VA (3 months). We are currently working with Richmond, VA (3 months). We are currently working with Richmond, VA (3 months). We are currently working with Richmond, VA (3 months).

Marcia Hennessy: Peace these lovely homes for the Families of our Wounded Warriors. 🎊❤️

Fisher House Foundation: Thank you Marcia Hennessy.

Darlene Allen: I can't believe it's 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 board and we are getting things done. This is so exciting for our NM Vets and their families. 🎊❤️
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