

Establishing a Digital Media Presence with Limited Resources and Experience

Hero's Journey or Fool's Errand?

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Digital Media – Why Chase the Dream?

- Platforms provide opportunities beyond phone calls/mailings/brochures, signage
- A significant part of connection and engagement has moved to digital media platforms
- Funders, partners, and prospects can see a digital media footprint as representative of your brand



- + Big Audience: 71% of those 50+ use Facebook; 28% Instagram
- + Multi-Media: Easy Video/Photo/Text
- + Targeted Marketing (on the cheap)
- Monetized = Pay for Eyeballs



- + Big Audience: 51% of those 50+ use YouTube
- + Not Monetized – Content Links/Embedding Free
- Video Production Quality Important



- Uneven Adoption: 16% of those 50+ use Nextdoor
- +/- Hyper-localized = Targeted Messaging
- Increasing Monetization = Access Difficulties



- 18% of those 50+ use LinkedIn
- Largely Professional Use



- 15% of those 50+ use Twitter/X
- Hot takes/Movers and Shakers



- 15% of those 50+ use TikTok
- TikTok needs/demands more Senior Content



Digital Media Platform Use - Inventory



- **Digital Media:** Facebook, Instagram, YouTube, LinkedIn, Pinterest, X/Twitter, ~~TikTok~~
- **Posts:** Facebook (Rarely); Instagram (Never); YouTube (Never), LinkedIn (Once), Pinterest (Never), X/Twitter (Never)

- **Aspiration:** Unwitting digital media influencer, beloved by all, living best life for all to see
- **Reality:** Digital Stalker and Irrationally Private... Unlikely to Change



- **Digital Media:** Website (ClubExpress – Run My Village), Facebook, ~~Instagram~~ and Second Instagram, YouTube, LinkedIn, ~~Pinterest~~, ~~X/Twitter~~, ~~TikTok~~
- **Posts:** Facebook (Rare Posts by Staff/Volunteers); Instagram (Rare Posts by Volunteers); YouTube (Occasional Private Links to Video Content), LinkedIn (Sporadically)

- **Aspiration:** Purposeful digital media influencer, beloved by all, living best life for all to see
- **Reality:** Typical Baseline – Minimal Upkeep of Website and Occasional Individual Efforts by Staff, Volunteers

Big Possibilities Meets Limited Resources



Hard Truths about Digital Media for Villages:

#1 Your content likely will not be that good.

#2 The amount of interaction with your digital content (visits/likes/loves/comments) will likely disappoint you.

#3 You will likely need to pay \$ to reach people who aren't actively looking for you.

#4 With an extra investment of resources (\$), #1-3 will still apply, just little less so.

The Website – www.littlefallsvillage.org



For most villages, websites remain the primary digital media asset, offering a landing page for those seeking information about the organization. Villages spend most of their digital media resources (and most of their anguish) on website design and maintenance.

Little Falls Village earmarked \$3-5k for a website ‘refresh’.

Key discussion points:

- Run My Village by Club Express – Functionality vs. Form
- Digital Media Platforms via the Village Website – Trending Down
- Websites – Tune-Ups Required
- Search Engine Optimization – Leveling Up



Facebook/Instagram – #littlefallsvillage #lfv20816



Facebook alone has 243.5 million users in the United States. 7 in 10 adults in the US use Facebook. 4 in 10 adults use Instagram. Most village seniors didn't grow up with FB/IG, but more and more use it. In a world of fractured communications, it's still a place of organizations to be. Little Falls earmarked \$1.5k for advice on and production of FB promotions.

Key discussion points:

- Sharing Photos/Events – If not FB/IG, then where?
- Your Friends and Followers – Do you have any?
- Privacy Fears – Digital is Forever vs. You're Important, But Not that Important!
- Consistent Usage and Chasing Content – Memes into the Breach?
- Paid Facebook Promos – Leveling Up



littlefallsvillage1 Edit profile View Archive Ad tools ⚙️

4 posts 11 followers 143 following

Little Falls Village

Nonprofit organization
Our vision is to create a vibrant community network of "neighbors helping neighbors" assisting seniors to age in place
littlefallsvillage.org

2 accounts reached in the last 30 days. [View insights](#)



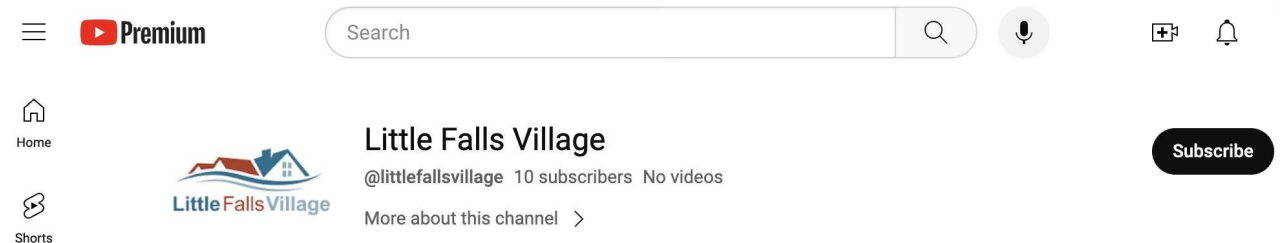
YouTube



YouTube is used by almost 8 in 10 adults in the United States. Even if a village is not an aspiring YouTube content provider, YouTube allows for easy recording, editing, and sharing of video content.

Key discussion points:

- Video Content – What’s in Your Library?
- Building Subscriptions – Probably Not
- YouTube Shorts vs. Facebook Reels vs. TikTok
- Video Production Values – Leveling Up





Big Possibilities Meets Limited Resources

Revisiting Truths about Digital Media for Villages:

#1 Authentic content is good enough. Share photos/videos that speak well of your village.

#2 Recognize and engage with those interacting with your digital content (visits/likes/loves/comments). Digital media platforms reward both their engagement and your own.

#3 You don't need \$ to reach people, just consistency and time.

#4 Invest in that basic digital media framework. Keep those key emails, usernames, and passwords up-to-date and ready to go. When the extra resources finally arrive, you'll be ready to level up!

Your first step:

Follow Little Falls Village on Facebook!