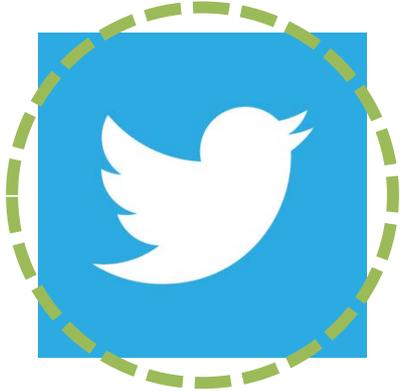


Lend Lease (US) Public Partnerships

Meryl Exley
Director of Marketing



Lend Lease Use of Social Media



@lendleasegroup



Facebook remains #1 way to communicate with residents

- 41,851+ fans



Working Together Through Social Media

Goal: to effectively disseminate information to target audience via social media

Audience includes current and prospective residents, stakeholders, media

- Actively monitor installation Facebook page(s)
- Develop relationship with installation social media manager
- In crisis communication scenarios, 'share' installation/PAO posts rather than copy and pasting or 'liking'
- Ensure consistent, professional voice
- Be strategic - use Facebook insights to plan future posts



REMEMBER...

- You only get one chance to make a first impression – and it's often social media
- Don't hide from less than positive comments
- Being unresponsive is not an option
- When you know that the page will not be monitored (holidays, for example), let your fans know
- Don't forget to use social media as a way to distribute press releases / announcements
- Keep it fun, fresh and engaging – get creative

Questions?

