CASE STUDY

Using Facebook to effectively communicate with & engage owners

Steps implemented to achieve results

Schooner II in Myrtle Beach, SC is getting a new neighbor: a high-end timeshare resort. The construction phase will last several years. The management at Schooner II has been posting construction updates to their Facebook page, with very positive results.

1. **Finds the positive in a negative, and shares that news:** the construction next door could have been perceived as negative for a multitude of reasons, but the longterm vision that it removed a dilapidated building and will improve the area has prevailed.

2. **Consistently posts updates:** the page is updated several times a week with construction and resort news, generating likes, shares and comments which has organically grown the page with more "likes".

3. **Responds to the comments and requests:** the owners have requested construction updates and other news, and the management responds quickly, engaging the owners and maintaining positive relationships.

The activity has created organic growth for the page in a 2 month period.

- 660 have liked, shared or commented on posts on the Schooner II page.
- 154 have "liked" the Schooner II page.
- 20,688 unique people saw these posts.