

Congratulations!

Jennifer Cosenza, Marketing Director at Brown Insurance Group (Highland, IN) was invited to Facebook at their Headquarters in California for an amazing adventure. She spent three days at Facebook Headquarters with their products, support and executive teams talking about community integration online and offline, along with a very small group of other amazing hand-picked community leaders from around the world.

Brown Insurance Group is super excited to be represented among the most extraordinary meaningful pages on Facebook. There are millions of communities/pages on Facebook representing thousands of interests. They all have one thing in common: a leader who brings people together and that is Jennifer Cosenza. She attended because they believe that the work she has done to grow and engage our community is truly special. Since then she is assisting a national team for the development of online neighborhoods, growth opportunity to connect residents together in an online space for collaboration, training, and information exchange, creating a world where local residents have the training to support and manage resilient communities that save lives during emergency situations. Excited for Jennifer's path and our continued social media success for Brown Insurance Group!



1. Creating a Facebook Page allows the more than 2 billion people on Facebook to discover your business. Think of your page as a digital storefront. Setting up a business page is simple and free – AND it looks great on both desktop and mobile. 2/3 of Facebook users across all countries surveyed say they visit the Page of a local business at least once a week!



2. Five years ago, many of us drenched ourselves in ice water to raise awareness and money for ALS – spurring major development to fight the disease. Not only did the Ice Bucket Challenge inspire millions of people to help with ALS, it was THE inspiration behind Facebook’s first fundraising tools in 2005. Since they people have raised over \$2 billion to support the people and causes they care about on Facebook with \$1 billion of that coming from birthday fundraisers alone. By dedicating their special day to a non profit organization, people rally their friends and family to support important causes. From birthdays and Giving Tuesday to anytime throughout the year, over 45 million people have donated to or created a fundraiser on Facebook!



3. Located in the old Sun Micro Systems location – Facebook has taken over, made improvements and created a work in progress space. As Facebook grows it's headquarters in Menlo Park, CA, they strive to create a unique workplace and be a good neighbor. The 3.6 acre rooftop garden featuring over 200 trees and a half-mile meandering pathway. They also brought the outdoors into the office space. Town Square is a sheltered green space with 40-foot tall Redwood Trees and The Bowl is an amphitheater style courtyard that connects many areas together. Inside is an open workspace designed to foster collaboration between teams, as well as quiet areas for focused work. A single pathway runs the length of the building. Along this path are five unique dining options, 15 art installations and a 2,000 person event and meeting space with state of the art AV technology. This building was designed to promote teamwork and allow their employees to do their best work. Let's just say I got lost more than once trying to find my way from meeting to meeting!



Resource Guide

For Simplifying Content Creation: *free and easy design tools outside of Facebook*

- **Canva.com** - easy design tool
- **Unsplash.com** - beautiful stock photos
- **Focalmark** - easy hashtag creator
- **GIPHY.com Capture** - create your own gifs
- **LiveCollage App** - edit photos and create your own memes

