



The Power of Social Media in Senior Care

Presented by
Denise Graab, Director of Social Community
November 20, 2014

Welcome



This is a one-way webcast. Please ask questions using the tool at the right side of your screen.

This presentation deck will be available within a few days after our session.

Caring.com: The #1 Senior Care Resource

#1 for Senior Care Reviews

2 million+ monthly visitors

70,000 listings

67,000+ consumer reviews

3,000+ original articles

Dozens of online support groups

Part of Bankrate's powerful network of websites (14 million monthly visitors)

The screenshot shows the Caring.com website interface. At the top, there is a navigation bar with the Caring.com logo, a phone number (866) 824-8174, and social media icons. Below the navigation bar, there are several menu items: Senior Care, In-Home Care, Health Conditions, Money, Caregiver Wellness, and Support Groups. The main content area features a large image of a hand holding several medals, with a headline "8 Smart Ways to Pay for Assisted Living" and a sub-headline "Worried about how you'll afford assisted living? Explore 8 creative options you may not have thought of yet." Below this, there are three smaller featured articles: "Call Us For Help", "Pay for Assisted Living", and "Multiple Sclerosis Symptoms". A search bar is located at the bottom of the page, with the text "Find Senior Care" and "Where are you looking? City & State or Zip". A "Get Help Now" button is also present. The bottom section of the page is titled "Senior Care Reviews & Resources" and contains three columns: "Assisted Living", "Memory Care", and "In-Home Care", each with a small image and a brief description of the service.

Today's Presenter: Denise Graab

- **Director of Social Community at Caring.com**
- **Joined team in Sept. 2010**
 - Nearly 20 years of communications experience
 - Social marketing for last 10
- **Direct Caring's social strategy and portfolio**
 - Manage and curate profiles



DENISE GRAAB

Our Social Portfolio – Active & Growing



FACEBOOK

About 48K fans; *100s added weekly*

TWITTER

17.3K followers

GOOGLE PLUS

950 followers; 270K views

YOUTUBE

136K views

PINTEREST

1250 followers

LINKEDIN

850 followers

Note: These numbers change daily. Visit us on these platform for latest data on size of social community.

Agenda



- Reaching Boomers and Seniors via Social Media
- Social Marketing Basics & Best Practices
- Facebook
- Online Reputation Mgt. & Consumer Reviews
- Social Awards & Contests
- Final Thoughts, plus Q & A

Topic:

**Reaching Boomers & Seniors
via Social Media**



“All senior housing leaders should be on social media, because you need multiple ways to communicate when are responsible for vulnerable citizens.”

Lt. Gen. Russell L. Honore
Speaking at ALFA Leadership Council Forum
November 2014

What is Social Media?

Social networks

Blogs & Podcasts

Virtual Games

Wikis & Social
Bookmarking

Crowdsourcing



Social Q&A

Ratings & Reviews

Online
Groups/Discussion
Forums

Photo/Video Sharing

Crowdfunding

Websites and apps that enable users to create and share content, connect and collaborate, engage in interactive dialogue, and participate in social networking online.

Boomers, Older Adults Active Online



Now online: **77%** of American boomers, **59%** of seniors

- Majority use Internet daily (71%+)

8 in 10 seniors own mobile phone

- All ages: 63% use cell phone to go online

Social networking continues to rise

- **65%** of online boomers ; **46%** of online seniors
- In 2007: <10% for both age groups

Given tools, training: Become fervent users

Social Networking – Boomers & Seniors



You Tube
YouTube:
27.7M Boomers
10.9M Seniors



f
Facebook:
42.2M Boomers
13.2M Seniors

64% of caregivers on Caring.com use Facebook



in
LinkedIn:
18.1M Boomers
6M Seniors



p
Pinterest
7.8M Boomers
2M Seniors



t
Twitter:
10.1M Boomers
2.5M Seniors

g+
748K Boomers
476K Seniors

Online Caregiver Community



- **Emotional:** Arrive stressed, overwhelmed, frustrated, isolated
 - Quickly realize they're not alone
- **Popular: Online Support Groups**
 - Convenient, Always On, Anonymity
 - Hundreds of online posts daily
- **Motivated to Help Others**

Social Campaign: National Family Caregivers Month 2012

Social Media Benefits for Older Adults



Bill Sleeper, Age 99
Assisted Living Resident on FB & Twitter

- **Social Connections**
 - Interactions with family, friends
 - Sense of community belonging
 - Social attention or fame
- Cognitive / **Brain Health**
 - In 2013 study: Older adults on FB were 25% better on memory tasks
- Research & **Learning**
- **Entertainment & Fun**
- **Financial Savings**
 - Deals, coupons, giveaways

Social Opportunity For Senior Care Providers

- Build awareness of brand and expertise
- Communicate/build community with clients and their families
- Drive traffic to website
- Answer service Qs
- Help convert prospects
- Develop industry relationships



Topic:

Social Media Marketing Basics & Best Practices



It's not about you.

"Discover the joy of giving and you will discover the reason for living."

- Mark Victor Hansen

How are you adding value for others?

Successful Social Media Efforts Have...



Relevant,
compelling
content to
spark
engagement



Critical mass
of right
people or
target
audience



Environment
where people
feel safe and
encouraged
to interact



Value or
benefit
from
participation



Measurable
objectives
with
platforms
and tactics
closely
aligned

Getting Started

NuevaCare



1900 South Norfolk Street, Suite 350
San Mateo, CA 94403
(650) 206-2095

10 Reviews
★★★★★

[Contact Now](#)

see all 6 photos

COST
[Contact for details](#)

PAYMENT OPTIONS
[Contact for details](#)


AVAILABILITY
[Accepting inquiries](#)

FROM NUEVACARE

Aging and living at home is more comfortable and desirable than living anywhere else. At NuevaCare we provide responsive and quality in-home care to those who need help due to old age or recovering from surgery or illness. NuevaCare is a member of Companion Connection Senior Care, a national network of non-medical home care agencies across America, with access to recognized experts in the field of home care and the most current educational resources, which enable us to provide the highest level of care to our clients.

WHY CHOOSE NUEVACARE

- 48 Hour Caregiver Guarantee
- Free Home Assessment and safety check
- Our caregivers are trained and certified in partnership with aQuire, an industry-leading training company
- Our caregivers are our employees and not contractors. We pay for their salaries and federal & state tax deductions
- We provide liability and non-owned auto insurance coverage for your safety
- Our caregivers are covered by worker's compensation insurance
- We run criminal background check and DMV record check on all employees
- Client confidentiality is top priority
- Hourly to 24/7 live-in caregivers
- Online Family Learning Center
- Exclusive hospital readmission reduction program
- Scheduling and Client Management
- No long term contracts



NuevaCare


1900 S Norfolk St #350 San Mateo, CA 94403
(650) 539-2000
nuevacare.com

Home Health Care Service
Today 8:00 am - 11:59 pm

[Follow](#)

8 followers | 8,682 views

Contact Information



1900 S Norfolk St #350 San Mateo, CA 94403
(650) 539-2000 - [nuevacare.com](#)

Home Health Care Service - Today 8:00 am - 11:59 pm

Visit our home care website at [www.NuevaCare.com](#). We believe that with a little help, most people could lead healthy, happy lives in their own homes. Our objective is to help you or your loved ones stay in your own home in a safe and familiar environment for as long as possible. At NuevaCare we provide responsive and quality in-home care to those who need help due to old age or recovering from surgery or illness.

Google+ URL
[google.com/+NuevaCareSanMateo](#)

[Edit details](#)



CREATE AND OPTIMIZE ONLINE PROFILES

Focus where it matters most

Start Engaging

David Blende
4:54pm via Facebook
Give back and see how you can care for our caregivers. Check out this great article on such a respectable profession. fb.me/6UV7sYaot

CaregiversVoice
1:30pm via Twitter Web Client
#Caregiver EXPERTS to answer your #Caregiving questions
thecaregiversvoice.com/tips-caregiver...
pic.twitter.com/LjJ7pcTszk
Retweeted by PSpencerScott and 1 others

Melanie Haiken
2:11pm via Twitter for Websites
Do your #feet hurt after you #run or #hike? Here's what to do: getfitkpsf.com/get-active/how...
#footpain

Sandy Alz
12:50pm via TweetAdder v4
"Kisses for Elizabeth" Common sense Guidelines for Alzheimers dementia - Alzheimers Support
bit.ly/JDOXli pic.twitter.com/TOzmxCZEOe
Retweeted by ShellyJeanBeach

photosue
12:55pm via Twitter for Websites
I was just interviewed on Awesomegang.com: Lots of fun! TY @ourawesomegang #author #reading
Retweeted by ShellyJeanBeach


Merrily O
12:02pm via Facebook
Dreaming of the Departed fb.me/6URtXPY3

PSpencerScott
11:41am via Twitter Web Client
Week from today: bit.ly/ALZcareChat2014 Glad to join @Caring's #caregiver support chat w/ @CaregiversVoice, @BrainToday, @Mind_Start

ShellyJeanBeach
8:34am via Twitter Web Client
A #caregivers guide to safety at home
bit.ly/1wyXFJn #caregivingtips #AmbushedByGrace @Caring

BrainToday
8:33am via twitterfeed
Dreaming of the Departed nyti.ms/1oWsPgc


had ever felt for a job interview."
-Courtney McMullin, Employment Coordinator, BACS



Like · Comment · Share · 2 · 1

Aging Abundantly shared Journey to Peace's photo
Yesterday at 3:40am · @


What's going right in your life?



Journey to Peace
Journey to Peace


Like · Comment · Share · 55 · 3

Daystay HBC added 9 new photos to the album Elizabeth Clark Memorial Turkey Shoot — at DayStay Adult Day Services
12 hrs · @



Purpose
Cindy Janssen
Top Contributor

It turns out that purpose is, on many counts, a good thing to have, long associated with satisfaction and happiness, better physical functioning, even better sleep. "It's a very robust ...

 Living on Purpose newoldage.blogs.nytimes.com
A sense of purpose helps sustain people in old age, new studies show.
Like (1) · Comment (4) · Follow · 4 days ago

Dr. Ethelle Lord President at R4Y and ICA likes this

See all 4 comments

Cindy Janssen Thank you, Dick. I hope the continued influx of surveys connecting purpose (which should be obvious) to good health and contentment for ...
4 days ago

Karen Carney Thanks for sharing this important research. Richard Leider, nationally known author and executive coach, who chairs our #Lifesprk national ...
3 days ago

Cindy Janssen Thank you so much for your supportive comments. I share your vision, as do many others and hope strategic imperatives can be formed ...
3 days ago

Add a Comment...

CONNECT with others
WATCH and learn best practices
PARTICIPATE and collaborate

Build Your Community

CONNECT WITH US ON SOCIAL:



GOOGLE +



LINKEDIN



TWITTER



FACEBOOK

Promote Your Social Profiles

Help Target Audience 'Stay Connected'

Management Best Practices

Create a plan.
Be strategic.
Tailor tactics.

Establish
policies and
procedures.

Monitor and
respond to
engagement.

ROI: Measure,
analyze and
refine.

A Few Management Tips

If stress burned calories,



I'd be a supermodel.

Use editorial calendar – craft posts in advance

Dedicate at least 3-5 hours/week

For Twitter: OK to use scheduler

Use monitoring/reporting tools – track referral sources to website; leads converted from social

Topic:

Facebook

Facebook Considerations

be.group

Denise Home 6

be.group Retirement & Assisted Living Facility

Liked Following Message

Timeline About Photos Events More

PEOPLE

★★★★★
23,323 likes
112 visits

Invite your friends to like this Page

ABOUT

One of California's largest nonprofit senior living providers, we're dedicated to helping residents discover new ways to embrace life's possibilities.

<http://www.thebegroup.org/>

Post

Write something on this Page...

be.group 4 hours ago

How do you spend most of your day? Get more informed in the latest issue of be.magazine: <http://begrp.co/1xFbOc4>

BY THE NUMBERS

In June 2014, the U.S. Bureau of Labor Statistics released its American Time Use Survey, showing how individuals are spending their time each day. The study found

Pages vs. Groups
vs. Profiles
Public or private

Competing for
attention in news
feed

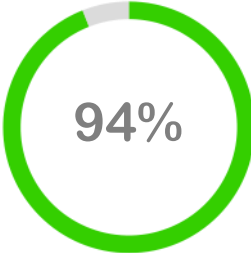
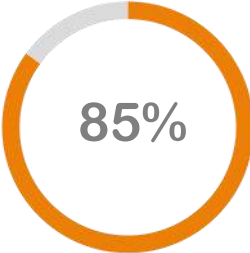
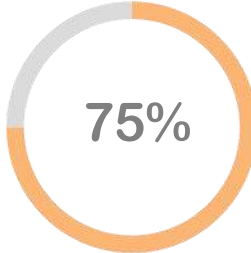
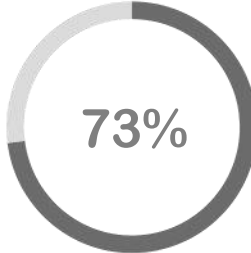
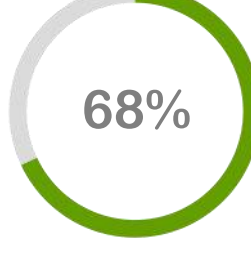
Facebook: Themes for Shareable Posts



Create posts that...

- Amuse
- Amaze
- Advise
- Give
- Help
- Evoke Joy, Hope
- Inspire
- Unite
- Warn

Facebook: Psychology of Sharing

 <p>94%</p>	 <p>85%</p>	 <p>75%</p>	 <p>73%</p>	 <p>68%</p>
Consider link's helpfulness to others before posting	Share to generate responses that provide more insight	Sharing helps better understand/process news of interest	Sharing helps to ID people with common interests	Share 'get to know me' personal advertisements

Facebook Fan Page: Recent Examples

Practical / Helpful



Loneliness is an epidemic, and older adults are the hardest hit -- with severe physical and psychological consequences.

How are you helping an older adult be #1LessAlone? Share your story -- and help raise awareness about this growing concern.

Also: Tell a friend or two about the [Institute on Aging's Friendship Line](#) (800-971-0016), the nation's only 24-hour toll-free hotline for older and disabled adults feeling isolated or despondent.



The Dangers of Aging Alone

Unfortunately, aging alone can mean you or your loved one is at higher risk of dangerous consequences. Read about how the IOA's Friendship Line is helping seniors with a service that's the first of its kind.

CARING.COM


6,996 people reached 140 3 141

Emotional / Relevant



What do you love most about visiting with and caring for your parents?

PARENTS ARE NOT AROUND FOREVER...



.... call them, visit them, take their grandchildren to see them, laugh with them, hug them, let them speak and tell you the same old stories over and over again, take them their favorite foods and sweets, treat them with respect, patience, and plenty of love....

TOMORROW MIGHT BE TOO LATE !

24,288 people reached

2,403 90 13

Fun



Happy Friday! What's on your wish list this weekend?

**SOMETIMES I JUST WISH
I HAD THE WISDOM OF
A 90 YEAR OLD, THE BODY
OF A 20 YEAR OLD AND
THE ENERGY OF 3 YEAR OLD!**



16,880 people reached 1,513 48 1

B2B: Twitter & LinkedIn



Twitter

- Real-Time Conversations
- Breaking News
- Topic-Oriented Chats
- Searchable by Google



LinkedIn

- #1 Professional Network
- Recruiting
- Networking in Groups
- Subject Authority

Topic:

Online Reputation & Consumer Reviews

Online Reputation & “Social Proof”

YOUR ONLINE REPUTATION IS:

- What shows up in the search results
 - Your website
 - What people read on other websites
 - 1st page results matter most
- What people say about your org/brand on social media sites
- Any reviews of your agency
- Online media coverage and online records

First impressions matter!



Quality of website and online profiles
creates “social proof”
to persuade visitors and
support marketing objectives

New Way That Local Senior Care is Found



[Assisted Living Facilities in Sacramento, CA ... - Caring.com](#)

www.caring.com > ... > Assisted Living Facilities > Sacramento County ▾

25+ items - Find the best **assisted living facilities in Sacramento, CA.**

4.2. 9 Reviews. IvyRidge Assisted Living. Sacramento, CA 95818.

4.0. 3 Reviews. Emeritus at Greenhaven. Sacramento, CA 95831.



61% of survey respondents searched online for senior care in the last year

- 71% searched on general terms (“Assisted Living” or “Adult Day Care”) rather than specific provider names
- 67% used a directory or aggregator site at some point in their search



Combined **93%** of respondents find reviews useful, trustworthy

- Most trusted reviews: Senior Care-specific sites (e.g., Caring.com, RetirementHomes.com)
- Least trusted reviews: Facebook, G+, Yelp, Angie’s List

Reviews: Insights from Others Like Me



Posted by [Joseph7](#) December 16, 2012

I am a friend or relative of a resident

“ We like the location of Clare Bridge. The reviews I read on it were excellent. I'm really confident in the staff that they have there. The therapists were really great. My father has a problem with balance. He fell a couple of times and they alerted me right away. He was not injured but they still wanted to let me know that he did fall. The rooms are fabulous and my dad has his own room. It's laid out pretty good. There were several dining rooms and it smelled like home cooking. ”



Posted by [pk53](#) August 14, 2012

I am a friend or relative of resident

“ Unfortunately, My family did not read reviews before placing my mom in this facility. She was released from skilled nursing facility but still weak and had increase fall risk. Unfortunately they did not provide any alert monitors and she got up to go to the bathroom, she fell and broke her hip. She laid on the bathroom floor without help. Finally staff came and put her back in bed. I was concerned with the facility because just do not have many residents. Now I know why. The administrators talk a "good" talk about low numbers but should of realized just does not add up. I would look for a different facility and not put my love one here. ”

80%

of consumers say
they are more likely
to purchase
products or services
when they can find
reviews online

How To Generate Reviews



- Promote link to your listing
- Ask for reviews in newsletters
- Email happy clients and their families
- Send tour/interview follow-up email
- Ask on social media profiles
- Take advantage of Caring client programs

Then share the reviews you get to generate **more reviews!**

Online Reviews: Where to Focus Efforts

To maximize ROI, focus on review sites with:

- Most traffic/eyeballs on any reviews you receive
- Lead gen available at point of review
- Provider response feature available
- Highest volume of consumer reviews
- Ethical and thorough system for processing reviews
- Accessible, responsive customer service agents

Responding to Critical Feedback



Don't Be These Guys Either...



Best Practices: Critical Feedback Response



Posted by [Caring83743650](#) May 29, 2014

I am a friend or relative of a resident

“ My mother has been at Farmington Hills Inn for about three years already. It's not that super duper. It's right in the middle, I would say. She's in the memory care unit. The place is clean, but I think they're just a little bit understaffed, and there's not enough supervision. The staff that they do have there even is not supervised where they should be. There are good staff members there, but there are slackers also, and the slackers seem to get away with it. I think she's in the late stages of dementia, so she doesn't partake in too much anymore, but they have bingo, card games, and trivia games. They have entertainment come, so the level of activity, I think, is, on a scale of one to five, a four. I would say I'm not absolutely satisfied. The problem with these homes is they don't pay the help very well, so it's high turnover. They know they don't get paid well, so they don't really apply any pressure to get better. As far as I can see anyway, the place is more homey than institutionalized. ”

PROVIDER RESPONSE



We appreciate your constructive feedback! Since May, we have made several changes to our Reflections Unit. There is now more supervision from our Director of Healthcare Services within the memory care area and direct involvement from other supervisors to ensure that the needs of our residents are met and the expectations of their loved ones are exceeded. We take pride in our activity program and always welcome suggestions for improvement! We have great participation levels building wide. Thank you again for your helpful comments, we are always working to improve.

- Be professional – take ‘high road’
- Move complaint /customer service offline
- Don't reveal private info
- Share positive actions you've taken

Social Marketing Opportunity:

Awards, Contests, Sweepstakes

Social Contests > How They Help



- Can generate cost-effective content that is authentic, compelling
- If done well: proven to boost engagement
- Can create significant PR/marketing results
- Can be good way to reward or build brand affinity with target audience

Social Awards Example:

Caring Stars

Caring Stars: America's Best Assisted Living

- **Consumers' Choice Award for Service Excellence**
 - Assisted living and memory care
 - Based on ratings and reviews from residents, families, experts
- **Entering 4th Year – Winners Announced Every January**
 - 2012: 120 winners in 24 states
 - 2013: 383 winners in 40 states
 - 2014: 405 winners in 38 states
- **Top Assisted Living Communities Nationwide**



Caring Stars – Qualification Notes



- All assisted living and memory care listings can qualify – doesn't matter if you advertise
- Must meet minimum criteria -- new reviews, 5-star reviews, high overall average, resolved negative reviews
- All finalists' reviews re-analyzed against Review Guidelines
- Some research of other online reputation for finalists

Caring Stars 2014: Marketing Activities

Caring.com

*Making a difference for seniors
and their families*



**AMERICA'S FAVORITE
ASSISTED LIVING
AND MEMORY CARE
COMMUNITIES**

See the top 1% at www.caring.com/bestseniorliving

- National, local, trade PR
- Award badge
- Framed Certificates
- Social media promotions
- Caring.com content
- Call center mentions

Caring Star 2014: Leadership Articles



Interviews about what makes their community stand out

Featured in Caring Suggests and Social Media

Read their stories at: Caring.com/BestSeniorLiving

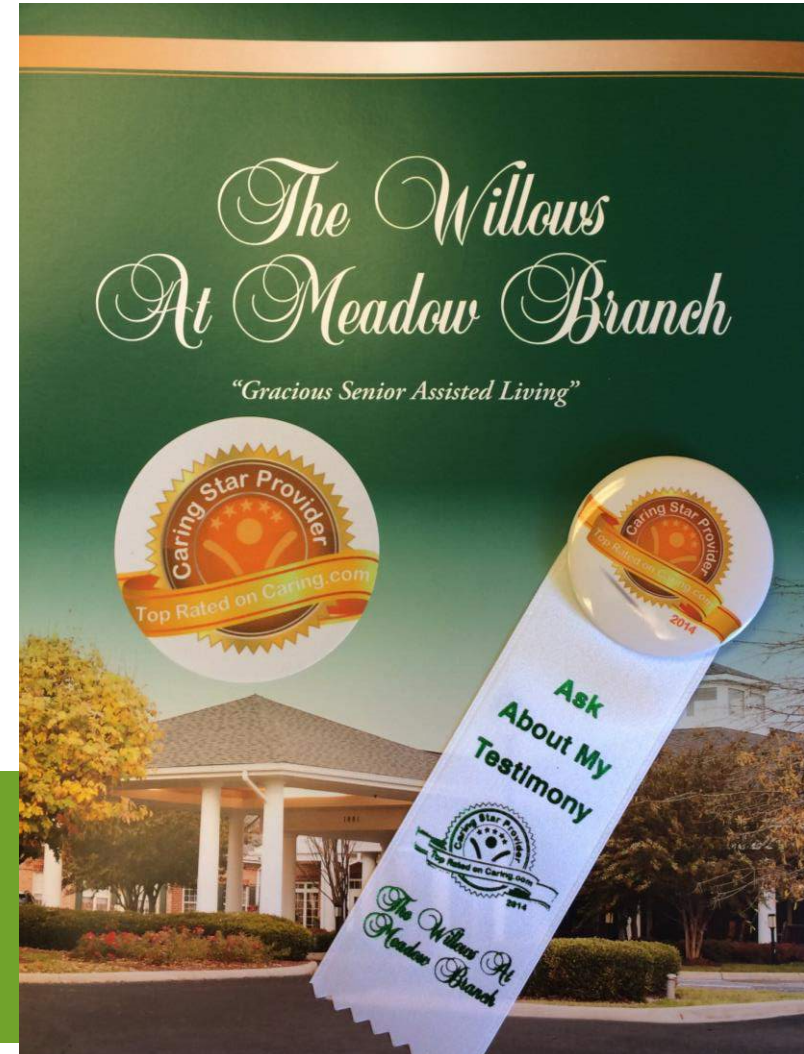
Caring Star: The Willows at Meadow Branch



Award Ceremony & Press Conference
Winchester, VA -- April 16, 2014
1 of 10 winners in Virginia



The Willows at Meadow Branch (cont.)



Used award to...

- Differentiate locally
- Celebrate staff and community
- Gently remind payers about quality services

Social Contest Example:

Caring Champions

Caring Champions: Pro Caregiver Awards

Honors professional caregivers of older adults in U.S.

- *In-home care, senior living, memory care, adult day care, hospice*

Features heartwarming stories of extraordinary senior care

- *Nominate > Vote > Celebrate*
- *June > July > August*

Social voting; plus expert judges

10 winners of cash bonus

- *\$500 grand prize; \$100 for others*



2014:

- 38 nomination stories
- Nearly 4400 social votes

Caring Champions 2014: Winner Sampling



Barbra "BJ" Corn

Silver Angels, Monterey, Tennessee

"I cannot stand the thoughts of someone being lonely, hungry, or without a smile. I always try to leave [clients' homes] in good spirits, because we never know when that will be the last spirit they will experience."

Grand
Prize
Winne
r



Eva Ayala

Silverado Senior Living, Morton Grove, Illinois

Cancer survivor and CNA who gave up lucrative real estate career; thanks families for the opportunity to serve their loved ones.



Sonja Grennon

Robbinswood Assisted Living, Grand Raven, Michigan

Wakes memory care residents daily by rubbing their legs and feet; nominated by family member of resident

- Most compelling senior care stories
- Uniquely engage older adults
- Great feedback from clients/peers
- Caregiving is more than job
- Overcome challenges, make sacrifices
- Continue training & share learning

Some of the Caring Champions Buzz

Baltimore Messenger

THURSDAY, SEPT. 18, 2014 | Volume 46, Number 50
BALTIMOREMESSENGER.COM

Roland Park Place employee honored as a top 10 caregiver

He and his family escaped from Sierra Leone in 1999

BY LARRY PIEL
lpiel@thune.com

In 1999, it was all Abu Fofanah could do to take care of himself and his family in war-torn Sierra Leone.

Fifteen years later, Fofanah, 45, takes care of others, specifically seniors at Roland Park Place, where he is a clinical coordinator.

And now, he has been named one of the top caregivers in the U.S. by the website Caring.com.

He's come a long way, figuratively and literally, from his homeland 4,000 miles away. He lived in Freetown, the capital city of a country in the grip of civil war as a rebel group, the Revolutionary United Front, abducted people, raped women, pillaged the countryside and burned houses in its quest to overthrow the government. The 11-year war left 50,000



PHOTO BY BRIDGET FORNEY DEISE

Abu Fofanah, a clinical coordinator for Roland Park Place, has been named a top 10 by the website Caring.com

of the 60 residents in its health care center, short-and-long-term residents, he earned his spot at a program in a two-year bachelor's organizational leadership from Baltimore classes once a week. Fofanah is the second Roland Park Place employee in the past two years to win the award. Dawn Lamb, a geriatric nursing assistant, won last year. Fofanah said he still has family in Sierra Leone and visited the country last year. He said he found it still in reconstruction, rebuilding its hospitals, schools and homes. He said that to this day he cannot understand the burning of the houses, noting that in Sierra Leone, there are no mortgages and people pay cash for their houses. He misses his homeland, but now feels at home in Maryland. "For now, I like it here," he said. "There's no place like the U.S."

Aspen House Memory Care Assisted Living
4 hours ago · 0

Congratulations to Amanda Small and Emily Chop for being selected as Caring.com's Caring Champions of 2014!

Only ten people were selected out of the entire country, and two care partners are from Aspen House!!!

<http://www.caring.com/about/news-room/caring-champions-2014.html> — with Emily Josefine Chop and Amanda Small-Chacon



NA4Caregiving
1:00pm via Hootsuite

Congratulations to all of the @Caring Caring Champions announced today! We'll share their stories day by day. ow.ly/AAeBm



CaregiversVoice
1:20pm via Twitter Web Client

Anytime we can be inspired by the work of great #caregivers, it's a good thing. [@Caring](http://caring.com/about/news-roo...)

MerrilyOrsini.com

Aging Care and Home Care Musings and Strategies for Success

Everyone's a Winner When It Comes to Caring!

Posted by Merrily Orsini

Caregiving is a rewarding job, but, too often, caregivers receive little recognition for their kindness and compassion. Caregivers uniquely engage the older adults in their care, recognize and support the dignity of elders, and take on a difficult professional role with little glory. That's why, when Caring.com approached me and asked if I would like to judge their 2014 Caring Champions program, I immediately said yes.



This fabulous program recognizes professional caregivers for seniors in the United States. I was honored to be chosen as part of an exclusive panel of senior care experts to provide insight about senior care and identify the professional caregiver nominees who have gone above and beyond based on their submitted stories. As Andy Cohen, CEO of Caring.com, notes, "This program highlights stories of extraordinary professional care, rewards caregivers, and helps families find the best service providers for their loved ones, too."

How Senior Living Is Finding Success in Social Media Marketing

Cassandra Dowell | September 26, 2014



Several communities put this strategy into practice in promoting a recent Caring.com's Caring Champions competition.

More than three-dozen professional caregivers at assisted living communities, in-home care agencies, Alzheimer's care facilities, adult day centers, and nursing homes were nominated for the Caring Champions distinction by their clients, co-workers, and seniors via social media platforms.

Stories about the nominees that allowed visitors to share nominees' pages on their

During July, Caring.com and other platforms for the top-10 caregivers.

While social media was a comments and quality of information, the employees

Senior Living Industry Information & Commentary
A Place for Conversation & Collaboration

About Senior Housing Forum Organizations We Like Partner Blogs Job Postings

Do You Have an Extraordinary Caregiver You Want to Honor?

Posted on [June 10, 2014](#) by [Steve Moran](#)

Share [f](#) [t](#) [g+](#) [e](#) [in](#) [p](#)



Professional caregivers often come into a senior's life during a time of illness, transition, and worry. They bring care, support, patience, cheer, and expert wisdom when it's needed most.

The Caring Champions program recognizes stories of extraordinary senior care — and rewards the Top 10 professional caregivers with a cash bonus from Caring.com (a Senior Housing Forum partner).

Nominate the best professional caregivers in June 2014! [Submit Your Nomination Story Now](#)

Impact of Caring Champions Contest

Promotes Positive Senior Care Stories

- Social voting is built-in viral tool for the stories
- Creates 'feel good' impressions of professional caregivers

Free marketing/PR for participating senior care providers

- Stories shared in Caring.com's numerous channels with massive reach
- Generates local and trade press coverage

Supports senior care staff appreciation and retention

- Professional caregivers receive accolades and some win cash

Supports Internet referrals

- Winner badges on listings signal quality; helps build consumer/FA confidence

More info: [Caring.com/ChampionCaregivers](https://www.caring.com/ChampionCaregivers)

Topic:

Final Thoughts

Key Takeaways



- Your target audiences are using and benefitting from social media – *and so should you!*
- There are many ways to leverage social media – focus where it makes most sense for your business.
- Take advantage of most effective social media programs and campaigns already delivering results in senior care.
- *Social media evolves – include ongoing learning in your plan.*



MAKE FRIENDS AND ADD VALUE

– give and you will receive!

Q & A

You're Invited...

#ALZcare Chat

Friday, Nov. 21, 2014

12:30 p.m. PT / 3:30 p.m. ET

Alzheimer's Caregiving Chat: How to Best Support & Empower Caregivers

Join us at #ALZcare on Twitter for a lively discussion
featuring these esteemed experts...



Paula Spencer Scott
@PSpencerScott



Brenda Avadian
@CaregiversVoice



Dennis Fortier
@BrainToday



Monica Heltemes
@Mind_Start

Details & RSVP: <http://bit.ly/ALZcareChat2014>



Caring.com's Next Webinar

**Encore Presentation: How to Calculate Your ROI
on Internet Referrals**

Tuesday, Dec. 16, 2014

11:00 AM Pacific / 2:00 PM Eastern

Thank You!

Please send your feedback to
Denise Graab, Director of Social Community



community@caring.com



(650) 762-8190

A link to this presentation will be available to attendees soon.
Look for an email from Caring.com.

