

**Ohio Assisted Living
Association**

The Power of Storytelling in Senior Living

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Founder/CEO | Dash Media**

Today's Objectives



The
Potential

The
Business

The
Purpose

Learn Why and How to **Implement** an Effective **Social Media Strategy**
in your **Senior Living Organization**





How I got here

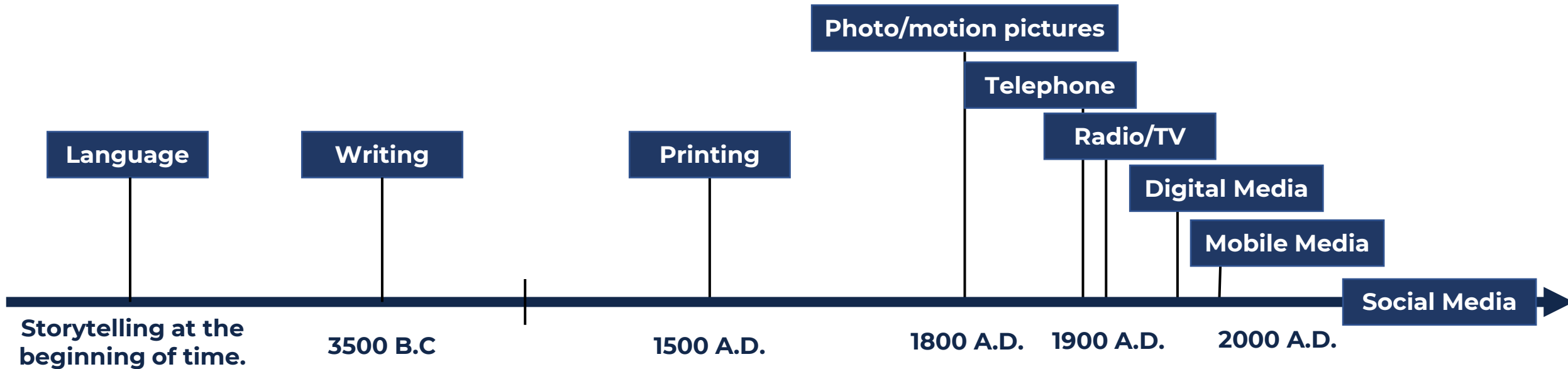
Georgia Football
@seniorlivingstories
Dash Media

*Reached over 300,000,000 people
through sharing stories of older adults!*



History of Storytelling

How has the world changed how consumers listen to stories?



Today's Objective:

Learn How Your **Residents' Influence** on **Social Media** can Impact Your Senior Living Organization

The State of Social Media in 2025



Data from various sources looking at 2024



45% of U.S. adults aged 65+ use social media.
That's a 400% increase since 2010.

Over 52 million 65+ year olds are
monthly active users on **Instagram**. 65+ year-olds on
Instagram grew by over 30% in the last two years.

Globally, people spend an average of
2 hours and 26 minutes per day using social media.

Instagram is the **#1 social media platform** for
people to **connect with brands**.



16% of Americans aged 60-64
are users on **TikTok**.

TikTok surpassed **Google** as **#1** used Search Engine
for Gen Z in 2023.



56% of Americans 55+ year olds are
monthly active users on **Facebook**.

Facebook is the **#1 social platform** to keep up to date with
news and current events and to message friends and family.



The State of Social Media in 2024 (continued)



In 2024, there are estimated to be **5.17 billion** total social media users worldwide, with an average person using 6.7 different social networks per month.

44% of people preferring to learn about new products through **short video content** and **87% of marketers** reporting **increased sales** from video marketing.



United States has the highest user rate in the world on LinkedIn with an audience reach of over **214 million users**.

LinkedIn recently introduced a short-form video feed, similar to TikTok & Reels.



60% of content is consumed through **Reels** on **Instagram**

Instagram Reels generate **twice as much reach** on Instagram compared to other post types.



YouTube Shorts has **2 billion monthly active users**.

74% of Adults in America Use YouTube.



The Potential

2024 Viewership for Senior Living

Best Social Media Platforms based on based on Average Number of Views in 2024 per client.

1. **Instagram - 1,513,150** avg. views per senior living client in 2024 (31,776,153 total views)
2. **TikTok - 1,435,537** avg. views per senior living client in 2024 (33,017,363 total views)
3. **Facebook - 354,573** avg. views per senior living client in 2024 (8,509,753 total views)
4. **YouTube - 293,557** avg. views per senior living client in 2024 (3,229,128 total views)

**Instagram: 1.2 billion monthly
active users**

**60% of 65+ year old adults use
Youtube weekly**

**Average Daily time on Social Media:
2 hours 26 minutes**

We posted over 3500 videos in 2024, and here is what we saw.

- **23 videos** received over **1,000,000 organic views**
- **114 videos** received over **100,000 organic views**
- **448 videos** received over **10,000 organic views**





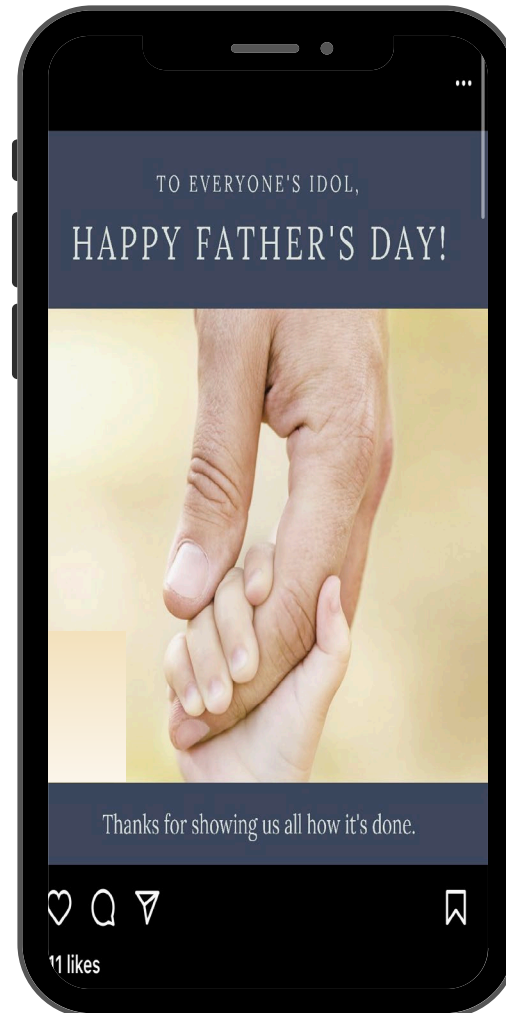
People post way more photos,

Videos vs Photos

From the CEO of Instagram in April 2024



Why doesn't social media work for us?



No use of weekly video content



Stock Images & Canva Graphics

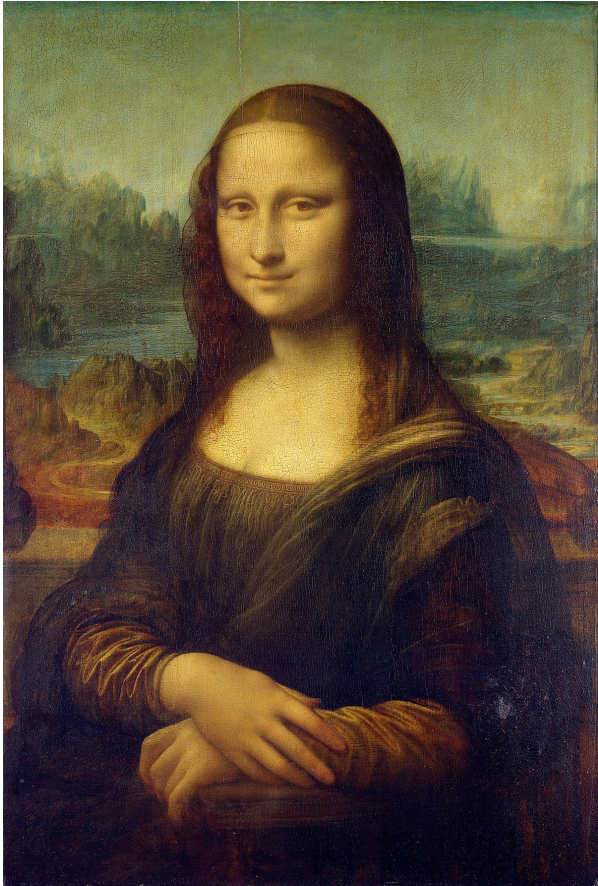


Organization is "The Hero"

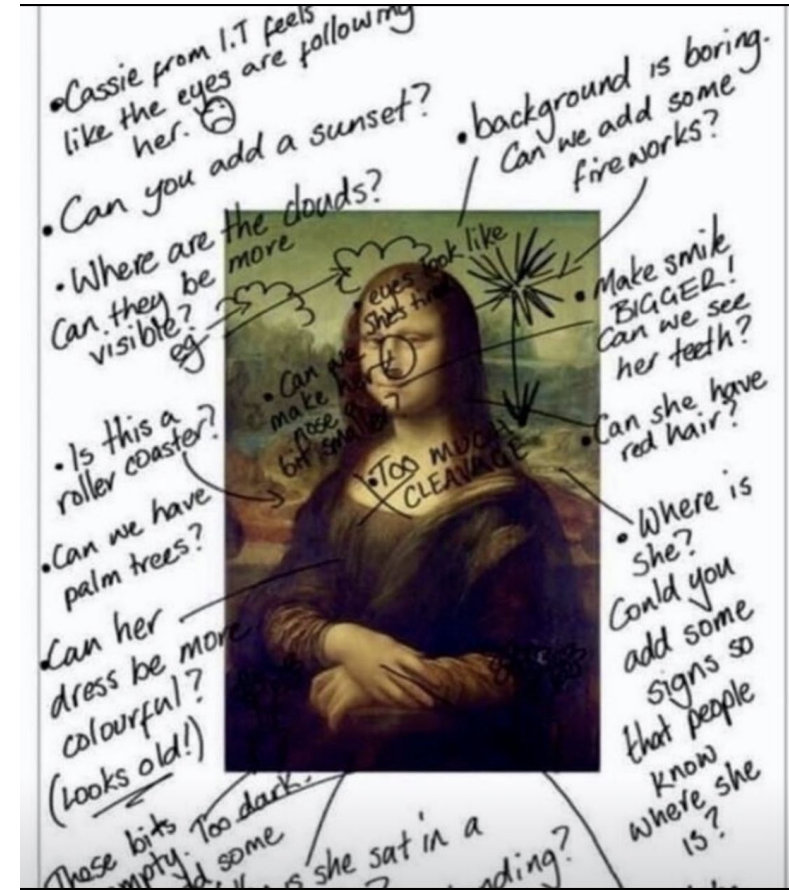
#1 Barrier to Growing on Social Media

Created & Submitted for Approval

Too much feedback kills Creativity



Trying to
create perfection
in every post
will make it very
difficult to grow
a social media
account.



Your Content = Your Story

Your content is a preview of what life looks like working or living in your communities.

Who is the protagonist of your story?



Social Media Impact for a Senior Living Business

Staff Recruitment



**Sales Leads/
Occupancy**

**Family
Connection**

Culture

**Brand
Awareness**

**Change
Perception
of Aging**

How can we tell our story better?

3 Keys to Capturing Attention on Social Media



Who is the Protagonist of
the story you are sharing?



**INSPIRE
EDUCATE
ENTERTAIN**

**Patience &
Consistency**

Don't chase the "viral trends"...
Instead, lean into what value you can bring to your
desired audience & build community through stories.





Inspire. Entertain. Educate

1. Does this grab my attention in the first 3 seconds?

2. What will the audience learn or feel from watch this video?

3. Who is the audience likely to share this with?

Subtitles are also Non-Negotiable -

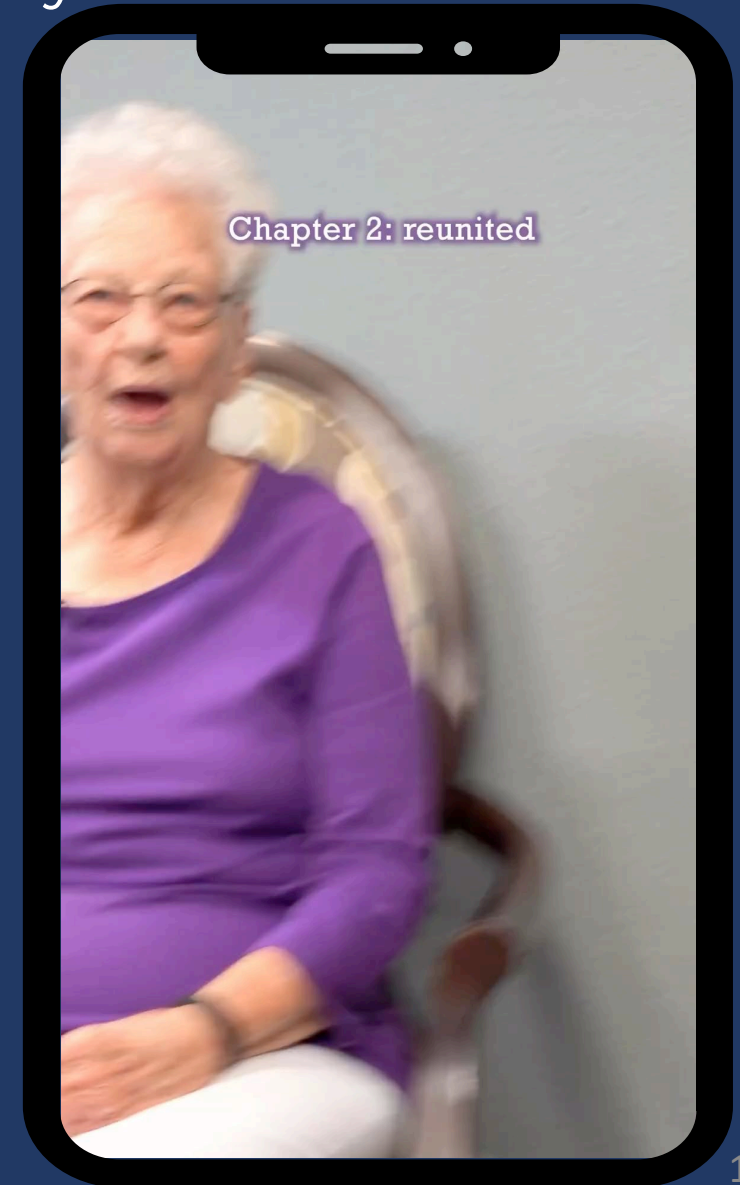
More than **75% of seniors** watch social content on mute.

Ineffective Post vs Good Post

Goal: Celebrate Valentine's Day



**Entertain:
Tell Your Stories!**

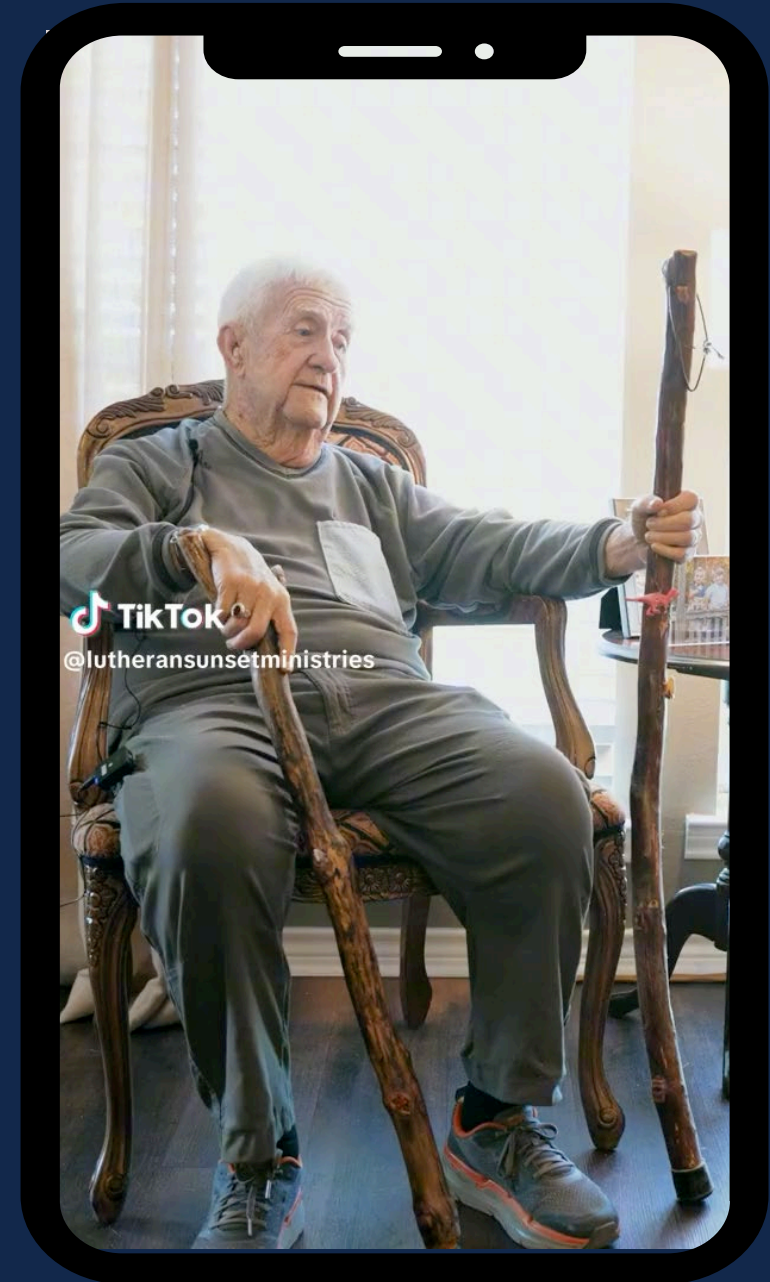


◀◀

Resident Influencers:

Authentic Stories
+ LeadingAge Texas

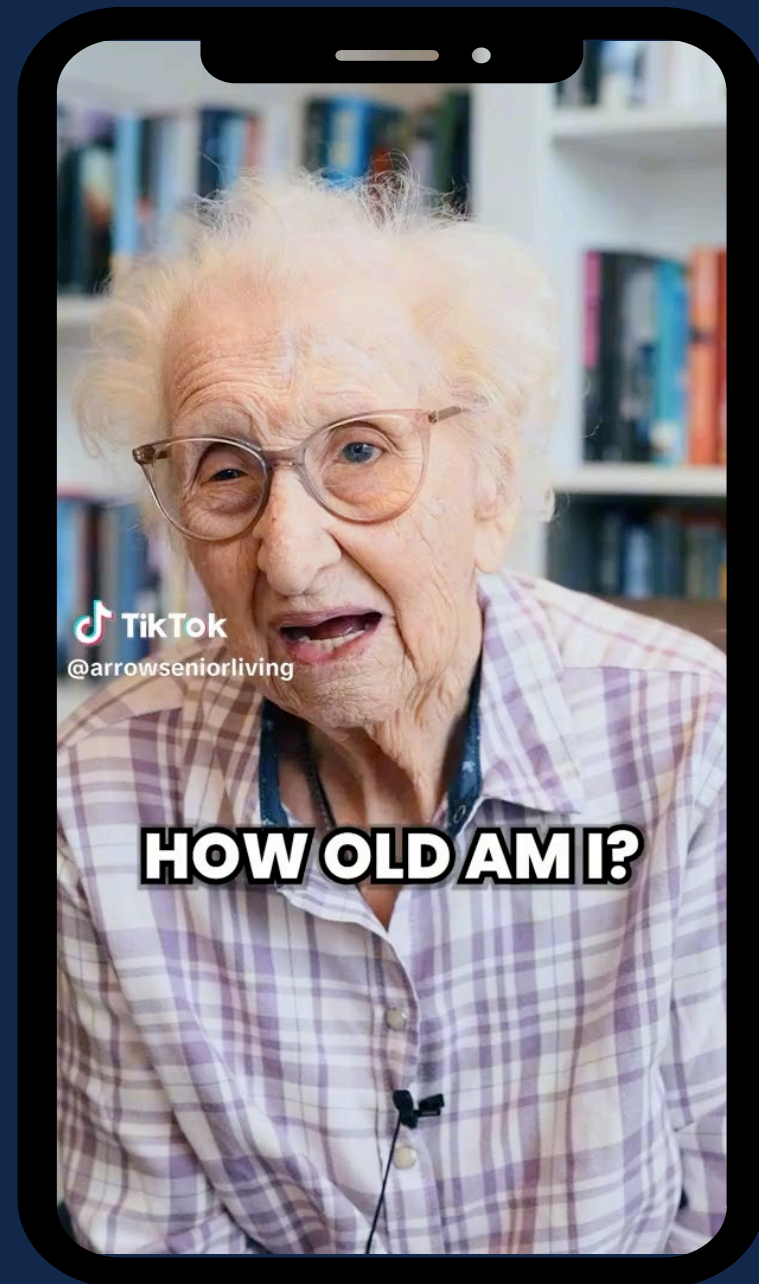
Lutheran Sunset Community | Texas



Resident Influencers:

Inspiring the world

Arrow Senior Living

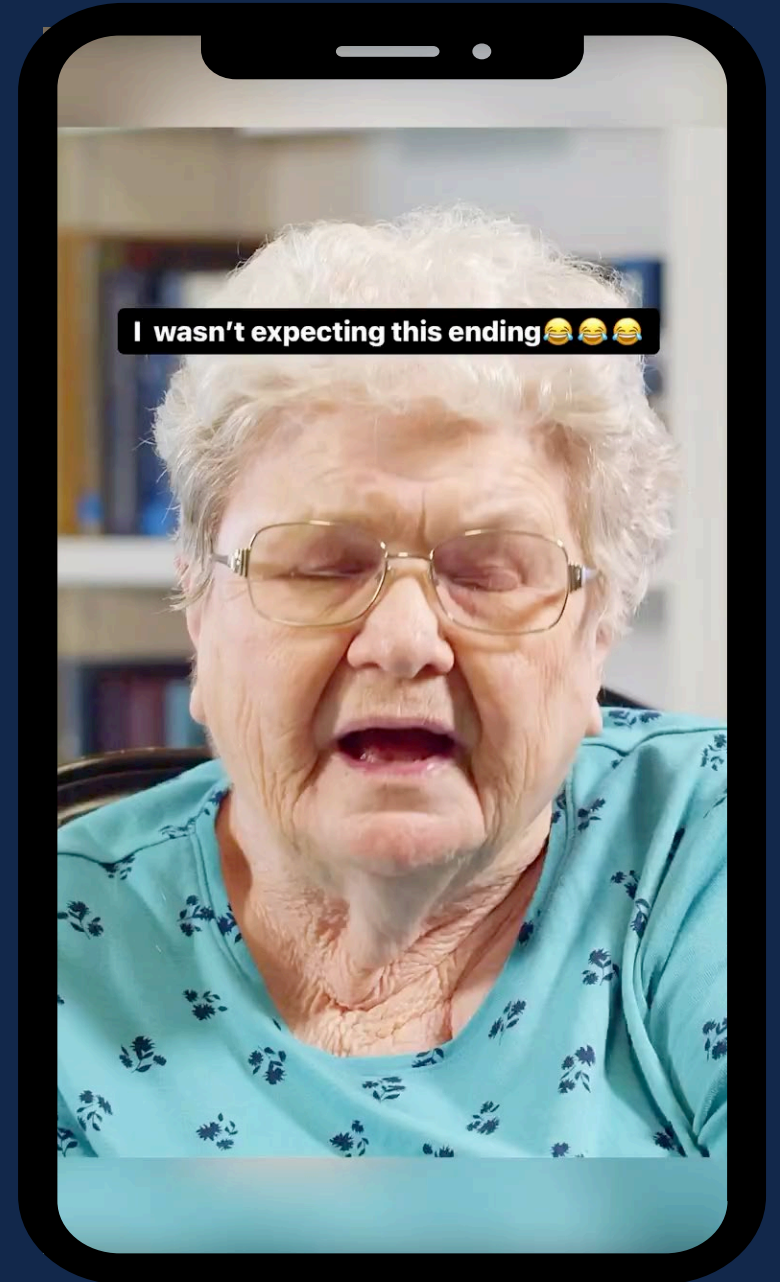


Resident Influencers:

Authentic Stories engage
an entire community.

**This resident had 2 videos collectively reach
over 640,000 Viewers on TikTok.**

Methodist Retirement Community | Texas



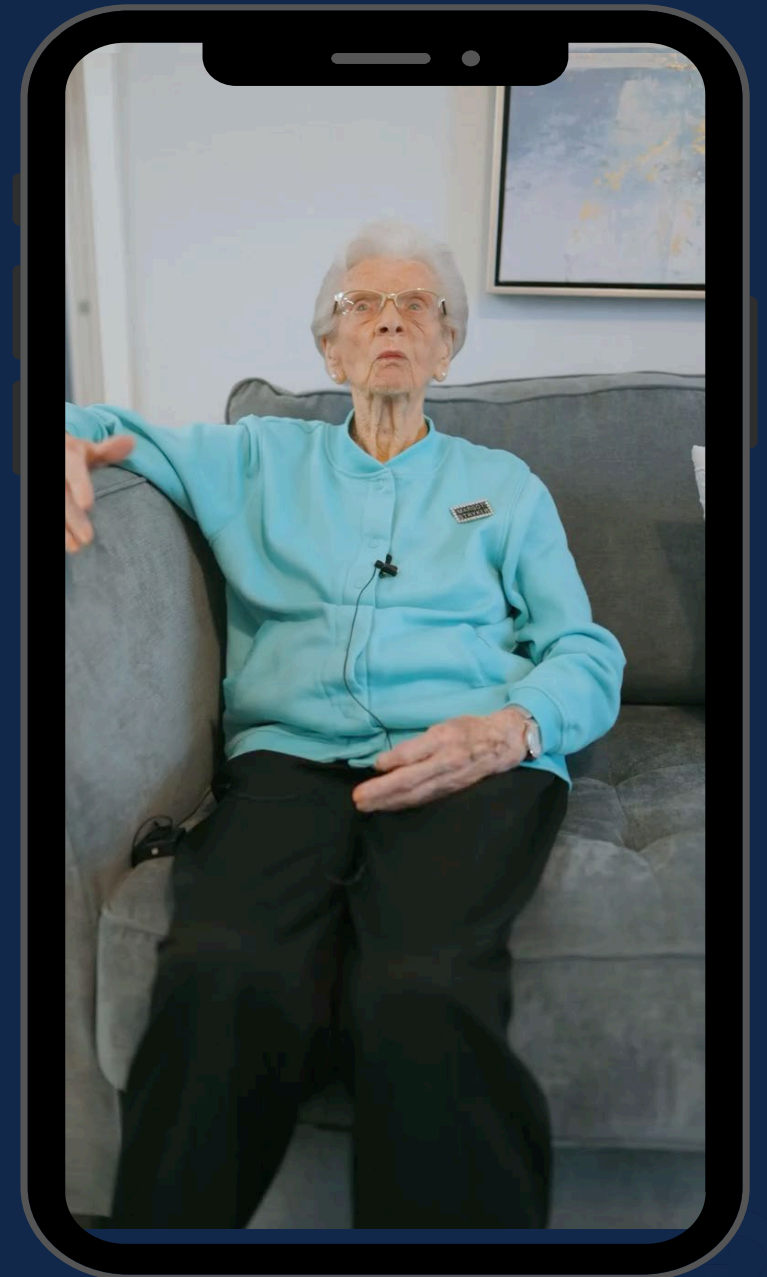
Going Viral isn't a Strategy

However, when you share enough authentic stories, you can reach millions of people at any moment.

3.5+ million Viewers on Youtube

1+ million viewers on Facebook

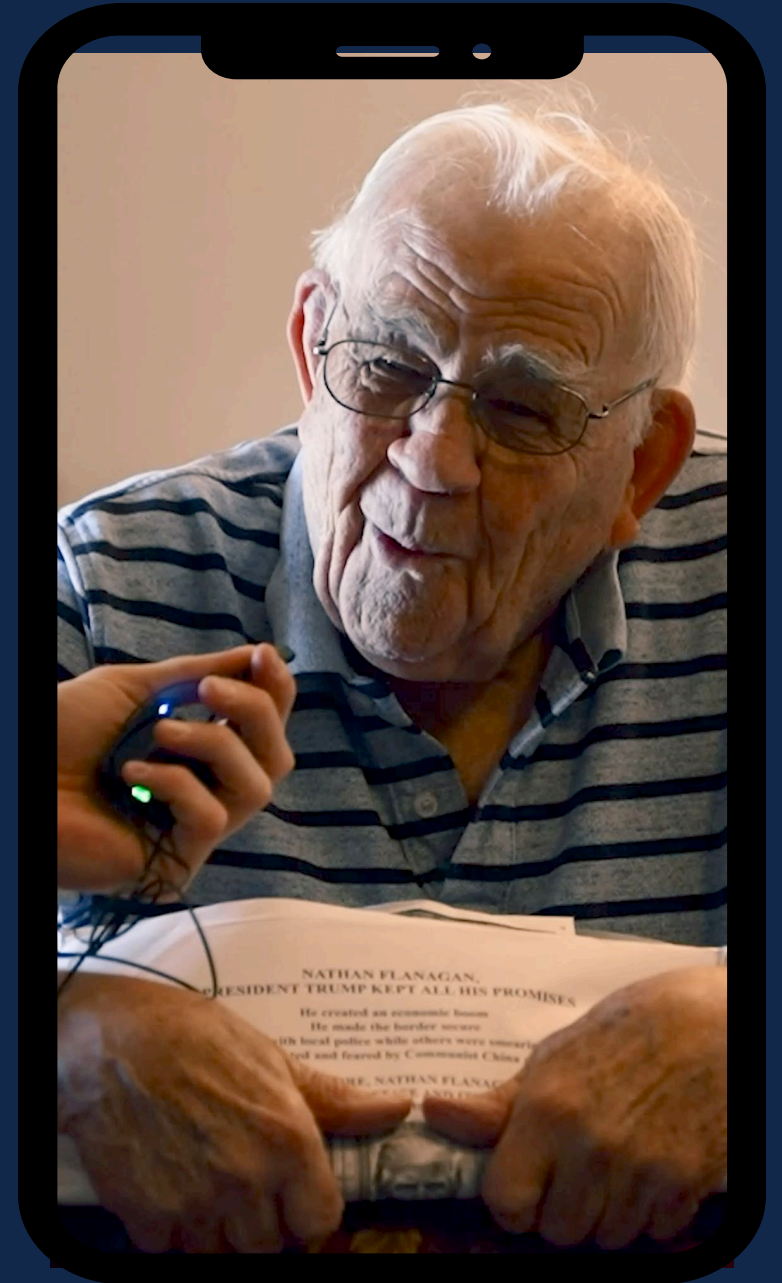
Blue Skies Communities of Texas



◀◀ Residents **love** sharing
their stories...

(This is my favorite part of the job.)

Lutheran Sunset Community | Texas

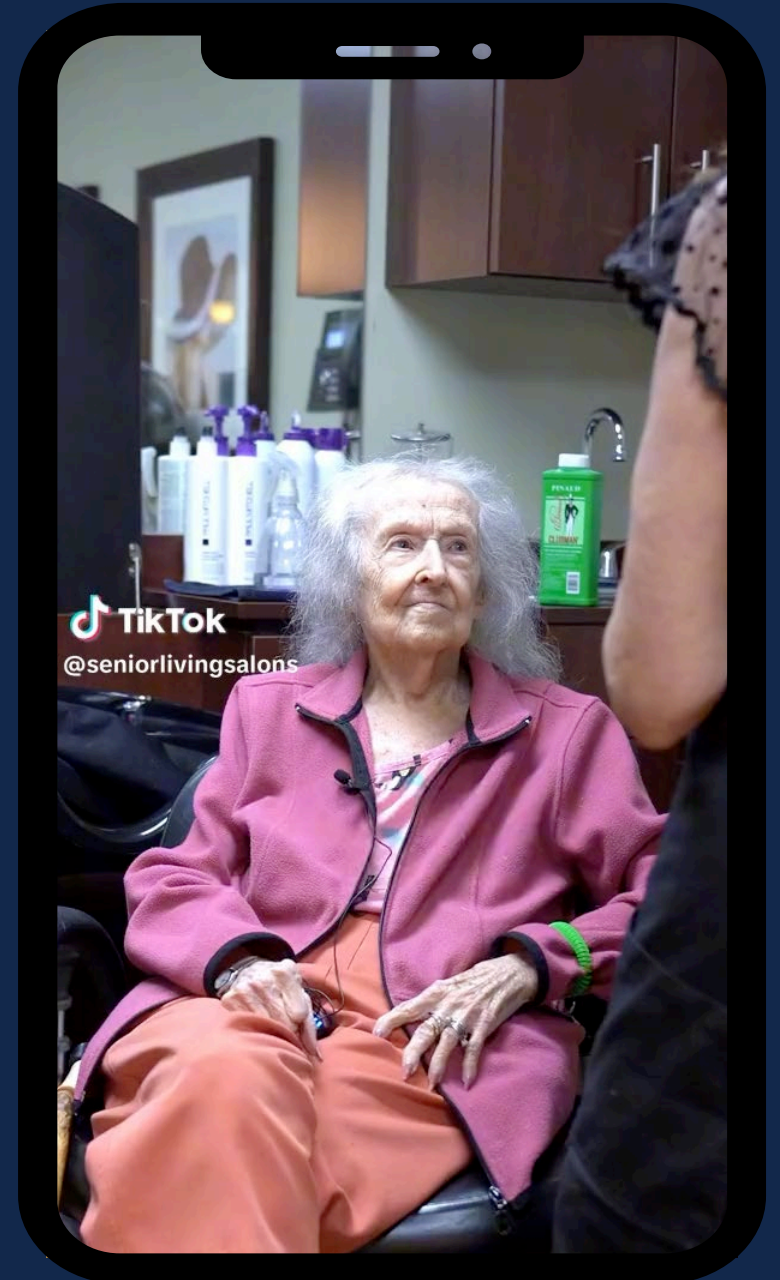


Beyond Senior Living:

Hair Salons in Senior Living

PS Salon reached **1.3 million people** over **55 years old** on **TikTok** in 2024.

P.S. Salon & Spa



Changing the Narrative: Authenticity Wins

Bickford Senior Living

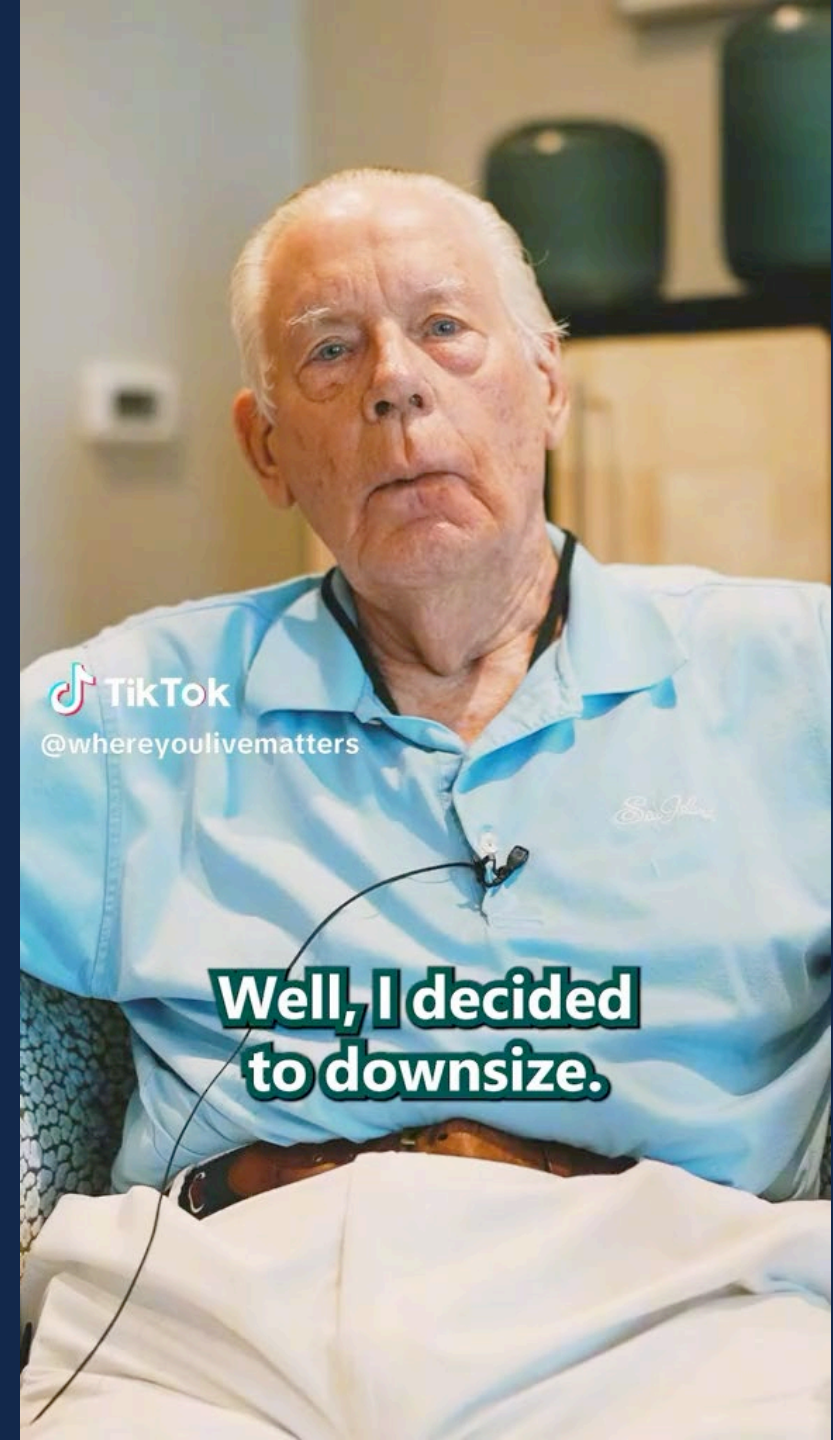
@higherpathforseniors @Bickford.senior.living



Authentic Testimonies

Share the real stories and use these stories beyond social media...

The Corso via Where You Live Matters



Two Paths to Job Applicants and Sales Tours on Social Media



Path 1: Organic Reach

- Create high-quality, engaging content that is tailored to your target audience.
- Leverage influencers and brand ambassadors to increase reach and engagement.
- Create strategy to gain viewers & engagement with your content

Path 2: Paid Ads

- Repurpose top performing organic content into a paid ad campaign
- Make sure you are targeting the right audience with laser focus to maximize ROI.
- Monitor campaign performance closely in order to adjust budget and optimize ads where necessary.





Quick thought:

Evaluating Success of Organic Content

Important Metrics to Evaluate to grow on Social:

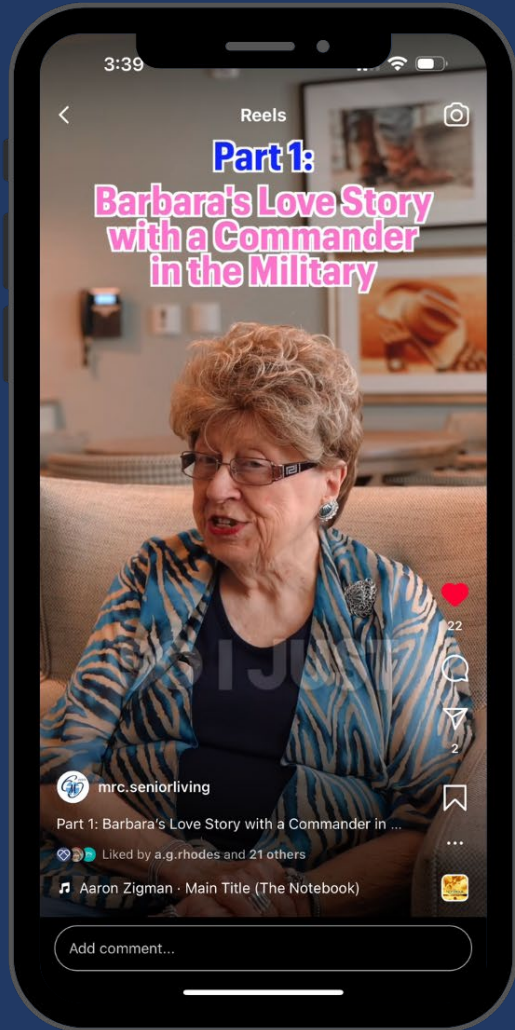
- Engagement Rate
- Watch Rate
- Full Video Rate
- Impressions
- Engagement
- Social Media Traffic to your Website
- Follower/Subscriber Count

***He also says Hashtags don't matter!

From the CEO of Instagram in April 2024



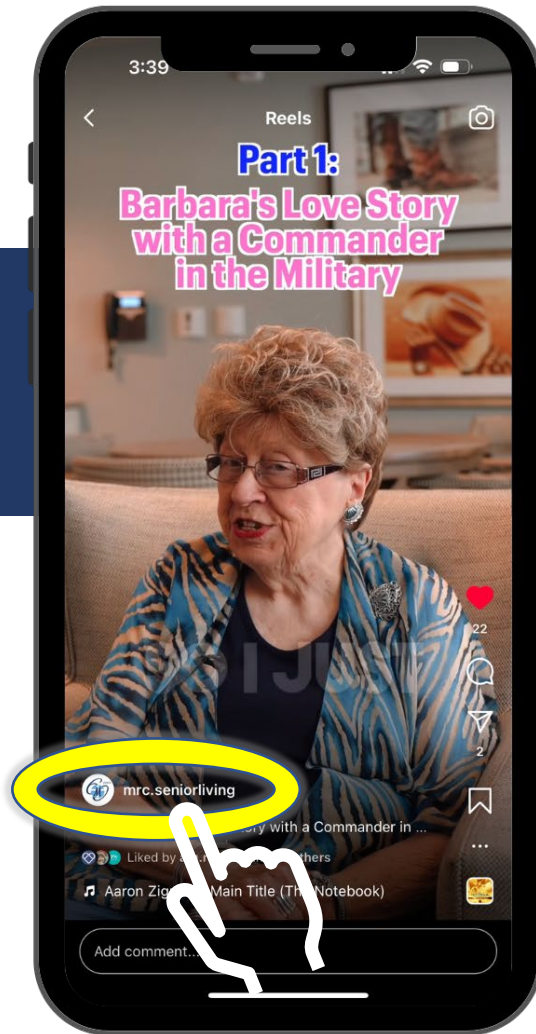
How To Gain Results through Organic Social Media Growth



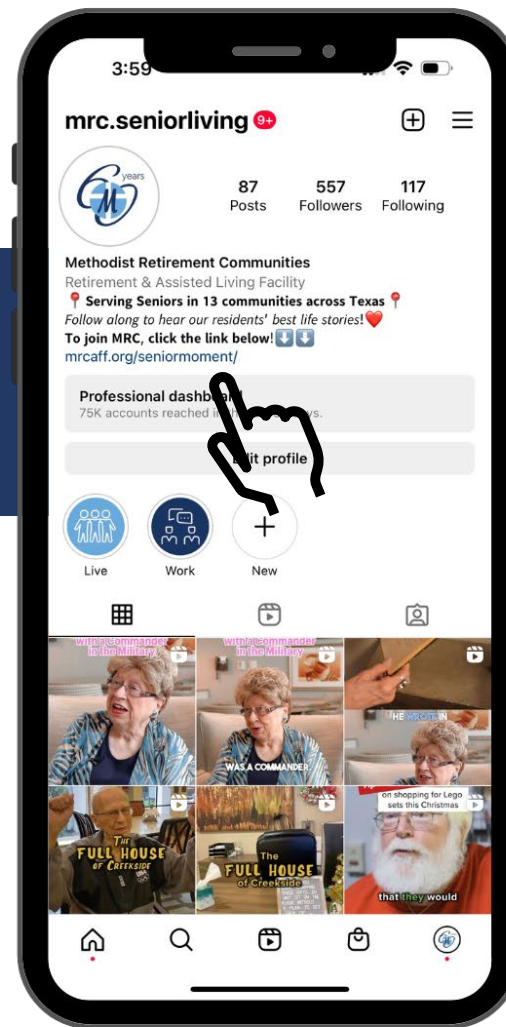
- **Step 1:** Show up in your target audience's news feed on social media
 - Use hooks, stories, humor, education, cliffhangers, etc.
 - Average 4-6 views earns a Follow
- **Step 2:** Use Call to Action (CTA) to drive the viewer, who now trusts you, to your profile
- **Step 3:** Social Media bio shares why they should follow & clear CTA to direct to landing page
- **Step 4:** Landing page on website to submit information



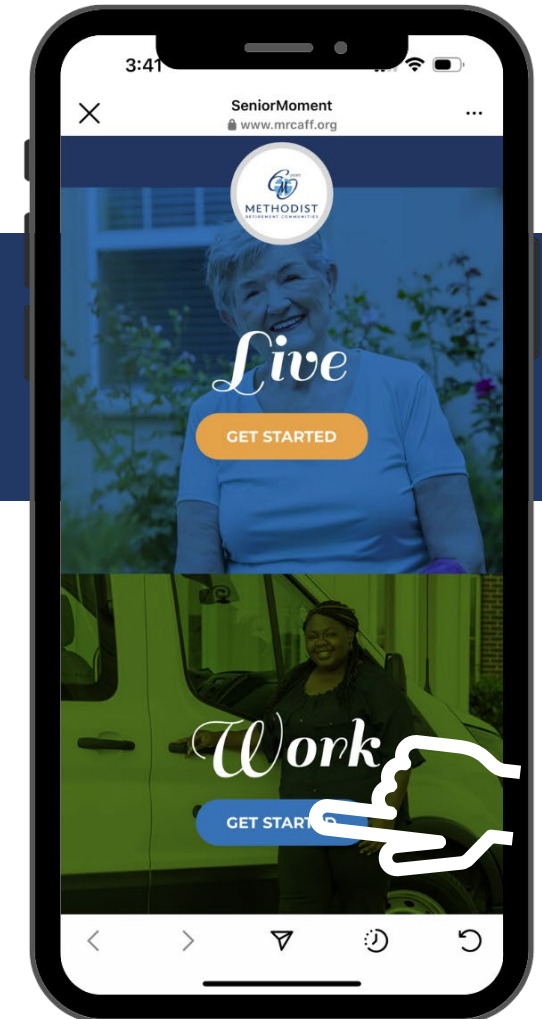
View



Profile Visit



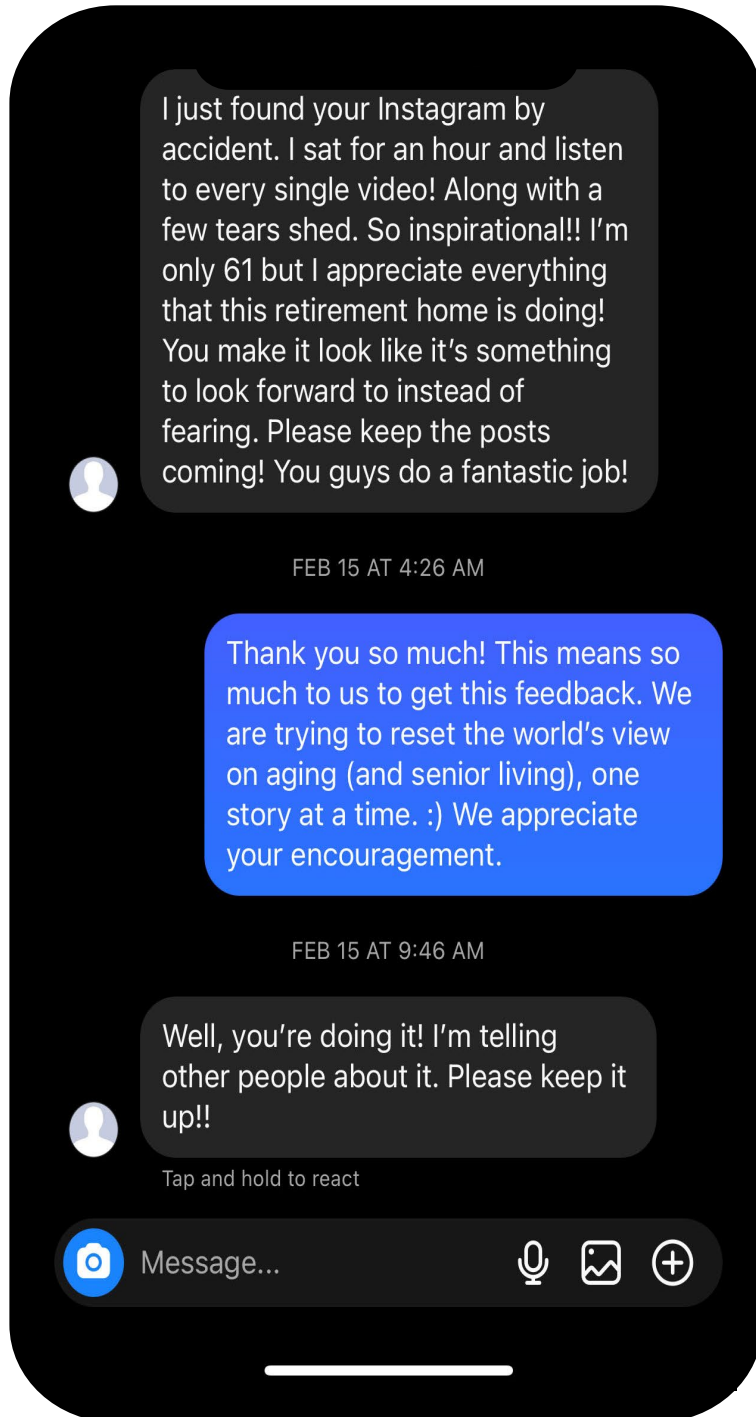
Job Application



The Organic Pathway to Apply for a job...



Some metrics are more difficult track, but so good for your business.



“I just found your Instagram by **accident**. I sat for an hour and listen to every single video! Along with a few tears shed. So inspirational!! I'm only 61 but I appreciate everything that this retirement home is doing!
You make it look like it's something to look forward to instead of fearing. Please keep the posts coming! You guys do a fantastic job!”



How To Gain Results through a Paid Social Media Ad Campaign

1. Create a highly-engaged, short-form video on Social Media

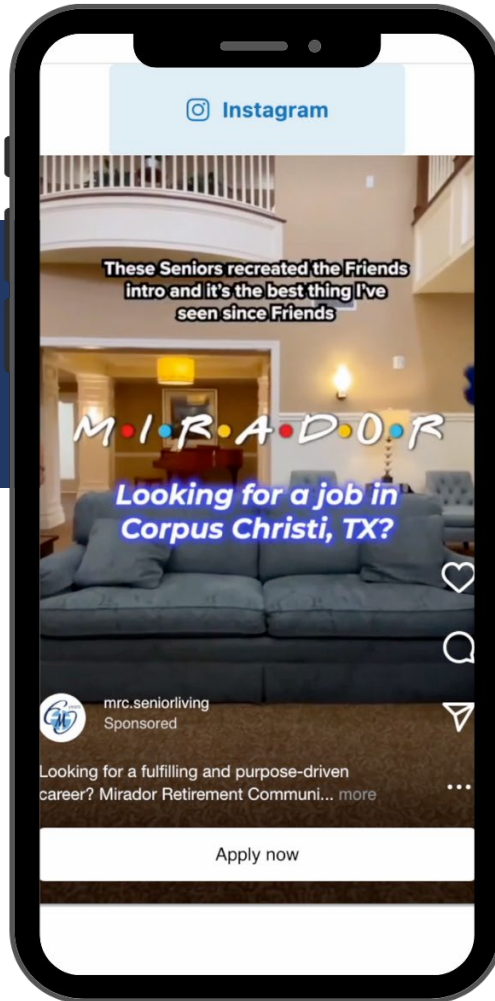
2. Repurpose highly engaged video into a Paid Social Media Job Advertisement

3. Launch a Social Media ad campaign within a 35-mile radius of your community

Campaign Goals:

Generate Job Leads for a Senior Living Community in Corpus Christi, TX

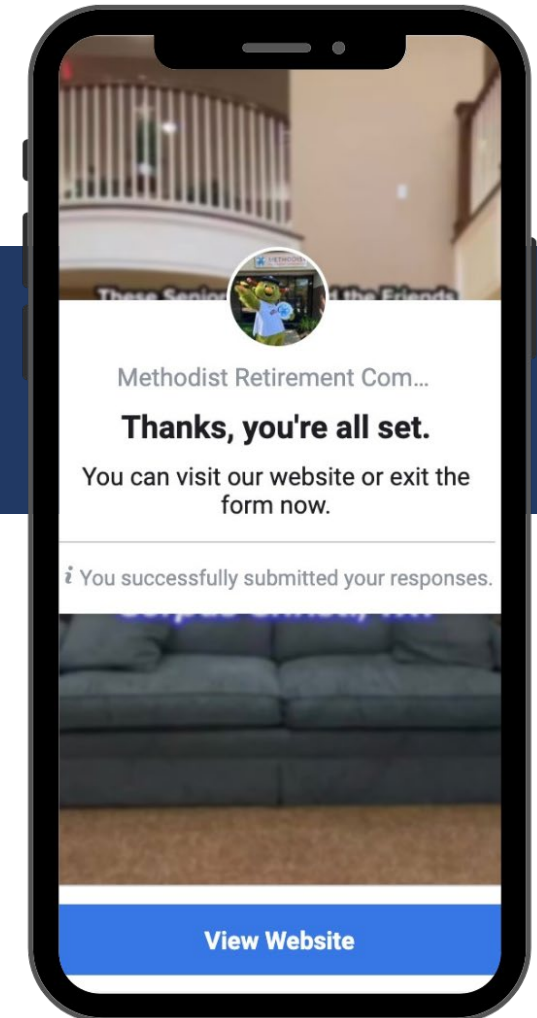
Targeted Social Media Ad



Submit Information

A screenshot of a mobile app interface for submitting information. It features a background image of a living room. The form has a title 'Contact information' with an information icon. Below the title, it says 'Confirm the details you'd like to share with us:'. There are two input fields: 'Full name' and 'Email', each with a placeholder text 'Enter your answer.'. At the bottom, there is a blue button labeled 'Next'.

Visit Website to Learn More



The **Paid Pathway** to Gaining Job Leads



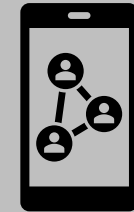
Incredible ROI from a Paid Ad Campaign in February 2023

\$50 spent
on Facebook & Instagram
Job Ad Campaign



57 Job Leads

\$50 spent
on TikTok
Job Ad Campaign



28 Job Leads

How to do this?

External Route

- Hire an **agency** who can **film, edit, & post 2-5 videos per week**
- Get to **100 videos!!!** This is when you will know what the best strategy is for your content.
- After 6 months, Agency **repurposes** best performing content into **paid social ad** campaigns

Internal Route

- **2.5 people** needed
 - **Videographer** (film & edit)
 - **Social Media Manager** who understands Organic & Paid paths
 - **Marketing Director** responding to inquiries

Video + Stories

=

Impact in all areas of your business

5 Things You Can Do Right Away

1. **Consume Content** - Start consuming senior living content to understand the current narrative
2. **Understand Your Teams' "Why"** - Survey your teams and residents and learn why they chose your organization
3. **Create Content** - Begin capturing and editing short-form video content every week that speaks to the same
4. **Distribute the Content** – Share the stories through your leaders' channels and your company channels.
5. **Stay Patient** – There are a billion people on social media. It takes time, but over time, you'll build an audience that trusts you and senior living.



How to be Successful on Social Media

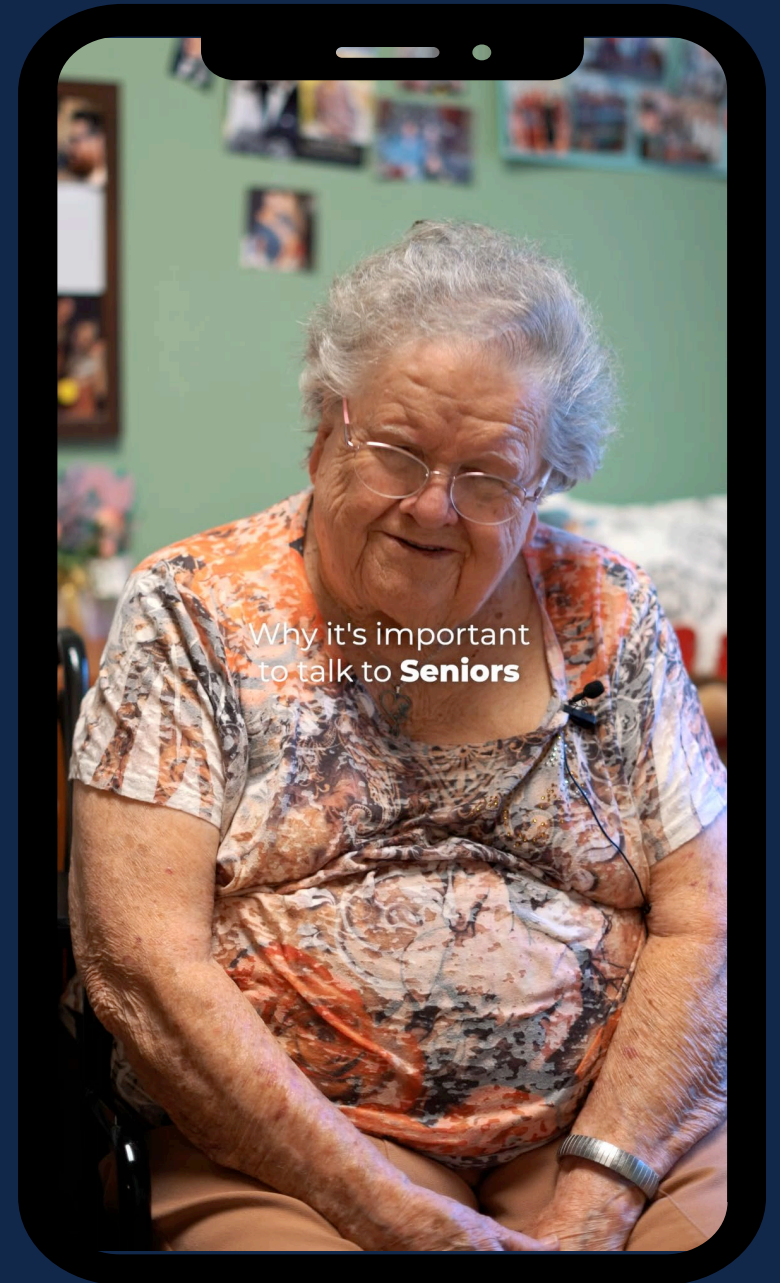
from a Senior Living Organization

- **Take Social Media & Storytelling Seriously...** it's the only way the public sees your organization *every day*.
- Work with people who are **passionate** about **senior living** & understand how to tell stories on social media
- Make your **Residents** the **Heroes**... *not your organization*



When **your residents**
realize they can **influence...**

Lutheran Sunset Community | Texas





The #1 Lesson Learned from Seniors

CONTACT INFORMATION

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