

**Ohio Assisted Living  
Association**

# **The Power of Storytelling in Senior Living**

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# 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

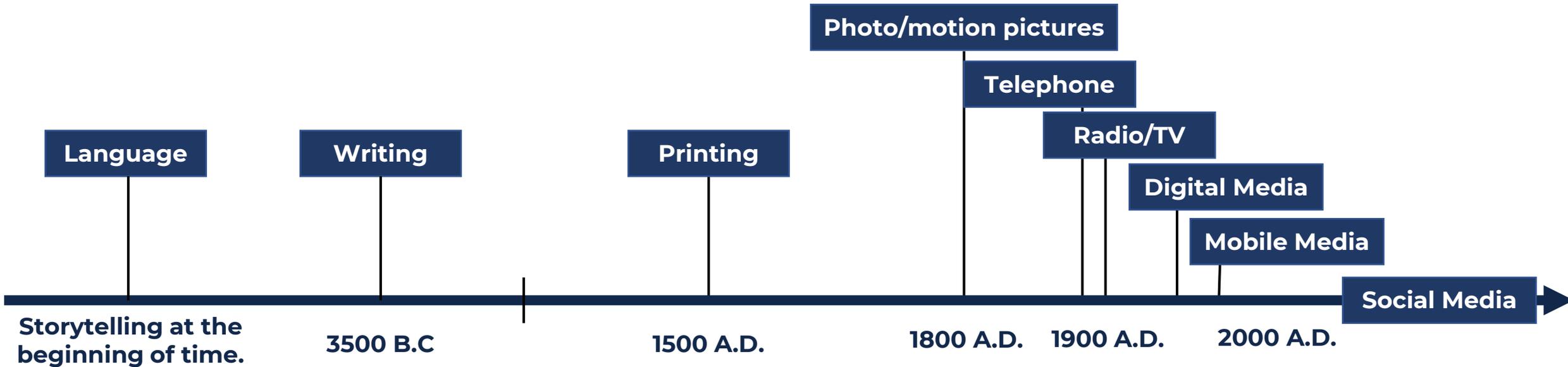
**Georgia Football**  
**@seniorlivingstories**  
**Dash Media**

*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.**



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

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

**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**





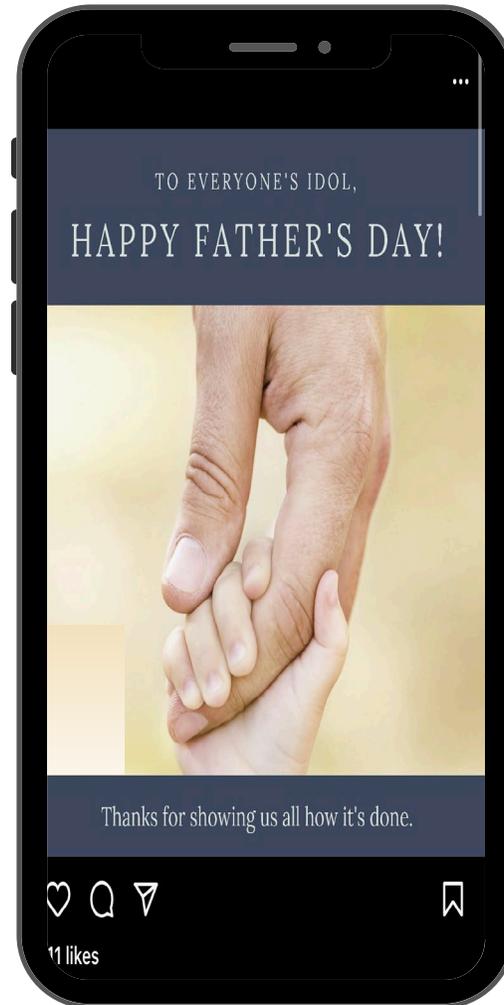
People post way more photos,

# 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"

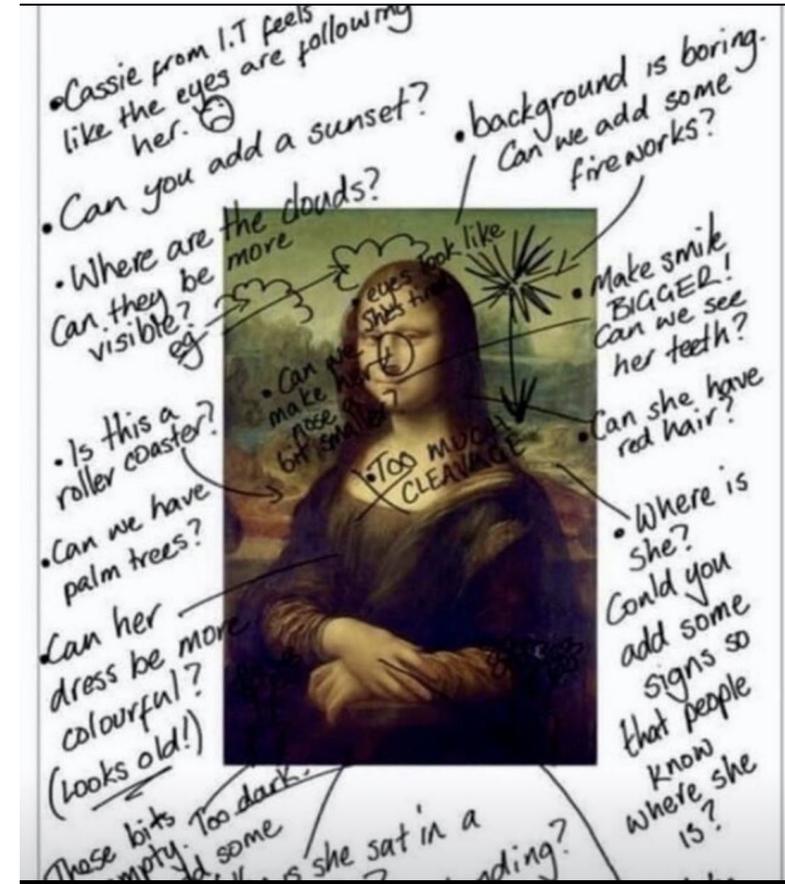
# #1 Barrier to Growing on Social Media

Created & Submitted for Approval



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

Too much feedback kills Creativity



# 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

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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?

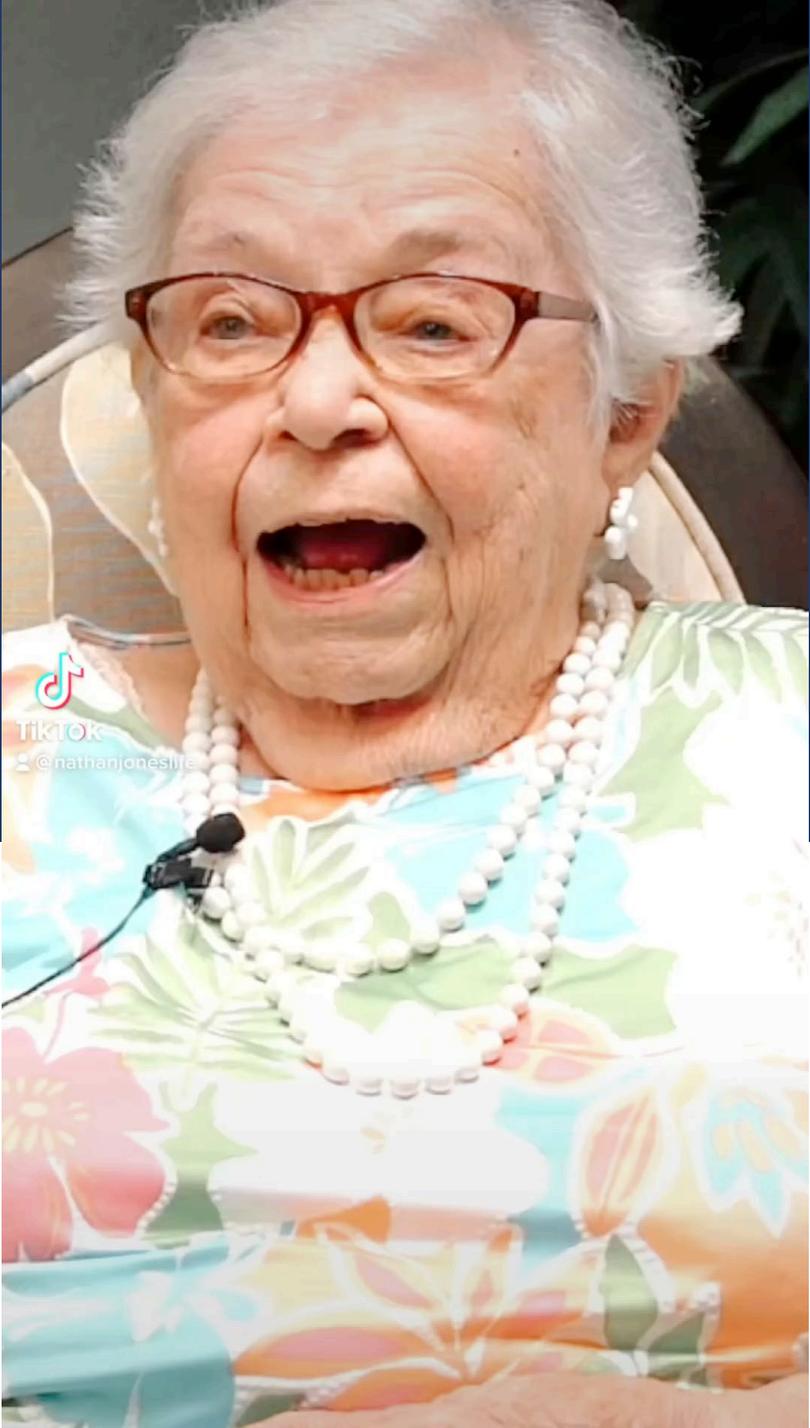


**INSPIRE  
EDUCATE  
ENTERTAIN**

**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.

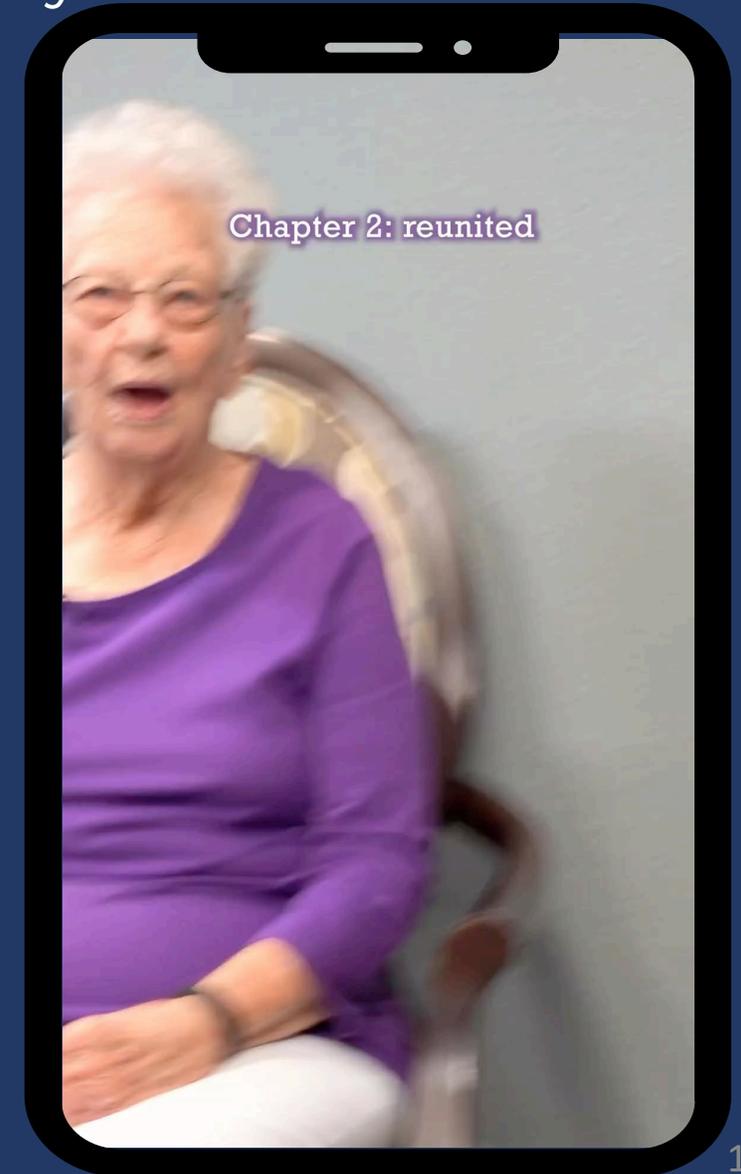


# Ineffective Post vs Good Post

Goal: Celebrate Valentine's Day



Entertain:  
Tell Your Stories!



▶▶

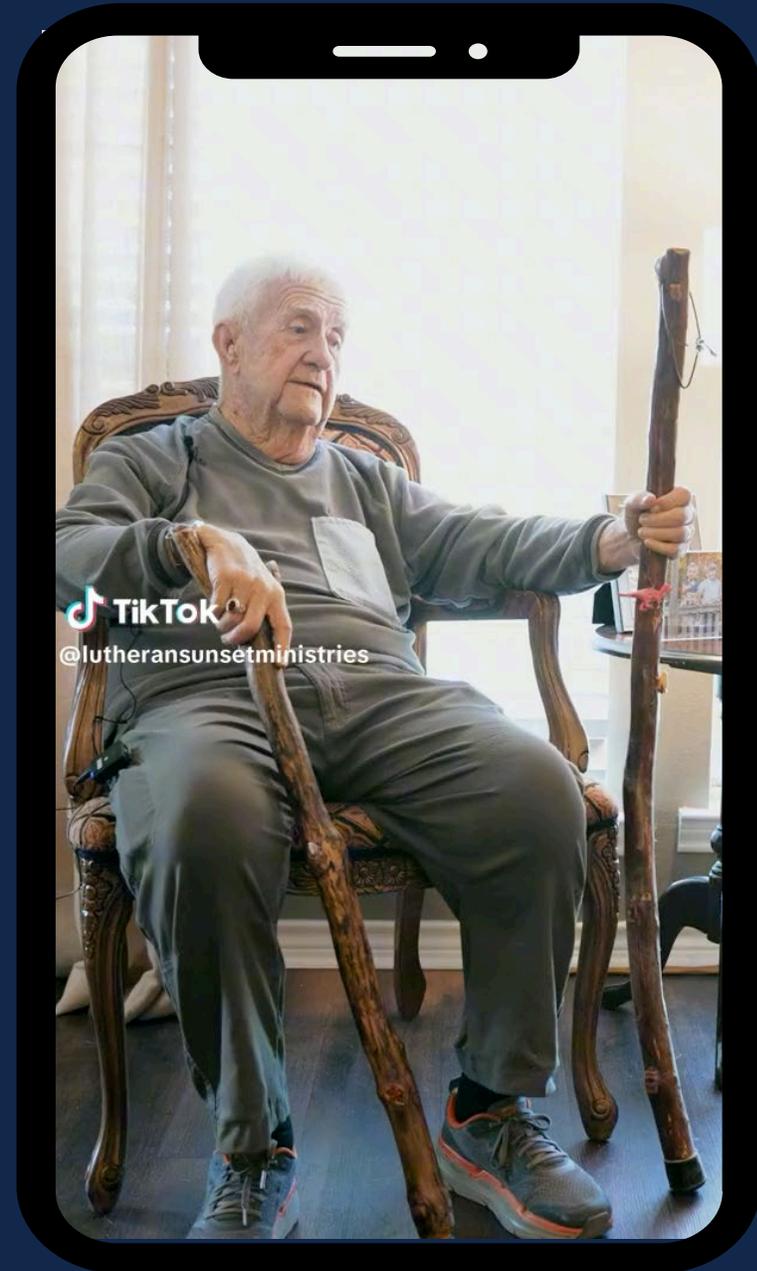
# Resident Influencers:

Authentic Stories

+ LeadingAge Texas

Lutheran Sunset Community | Texas

▶▶

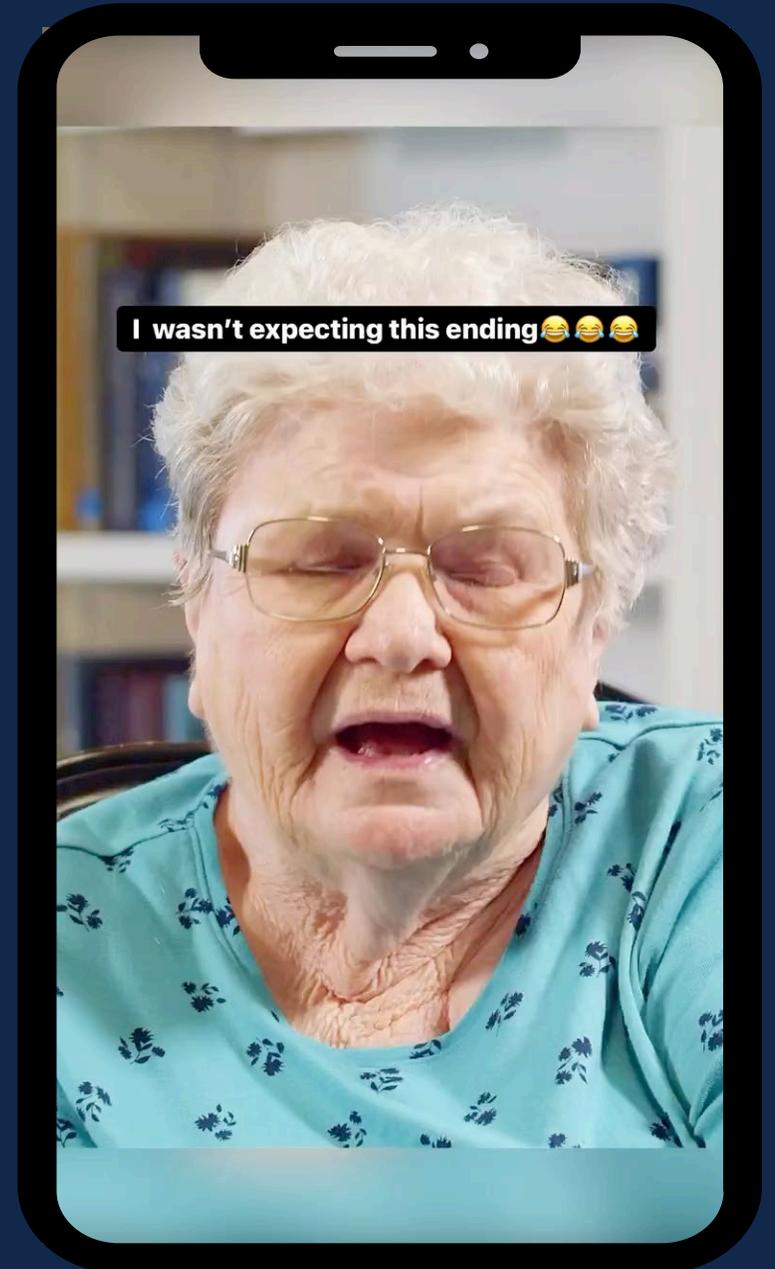




## Resident Influencers:

Authentic Stories engage an entire community.

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



Methodist Retirement Community | Texas

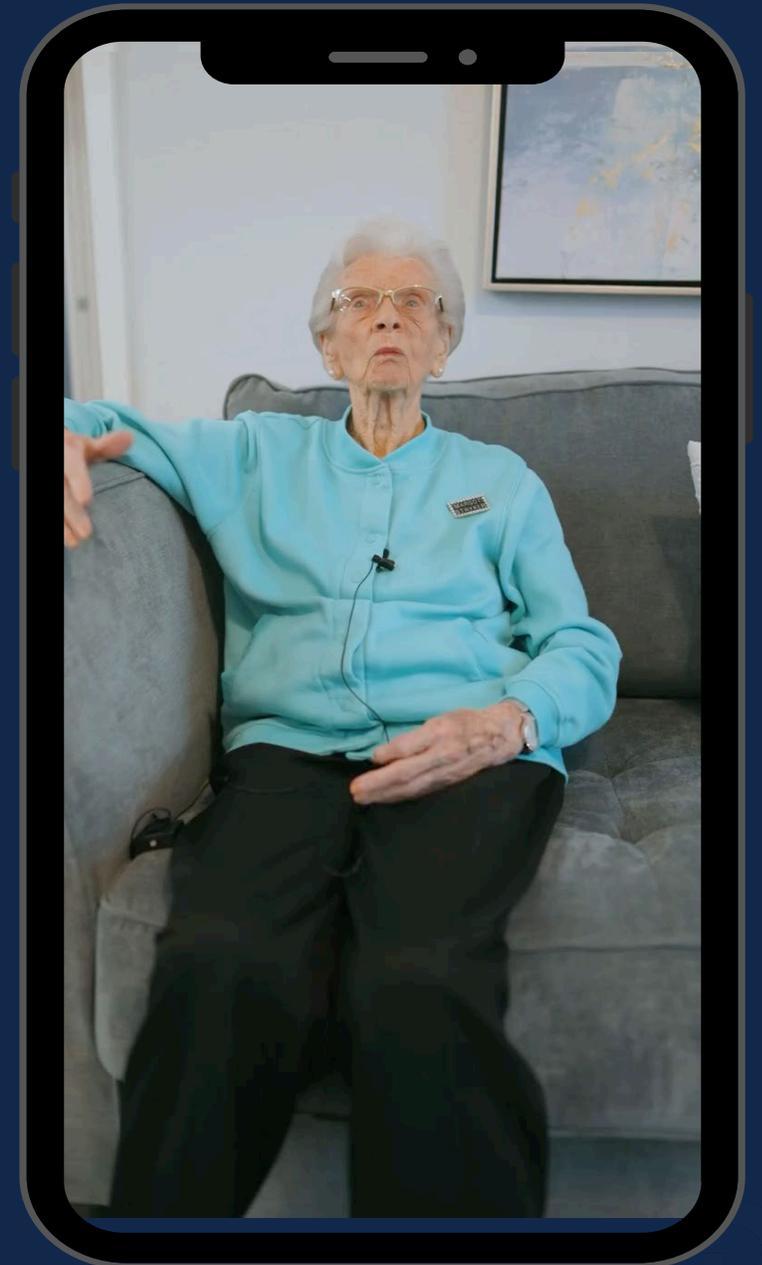
# Going Viral isn't a Strategy

*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**

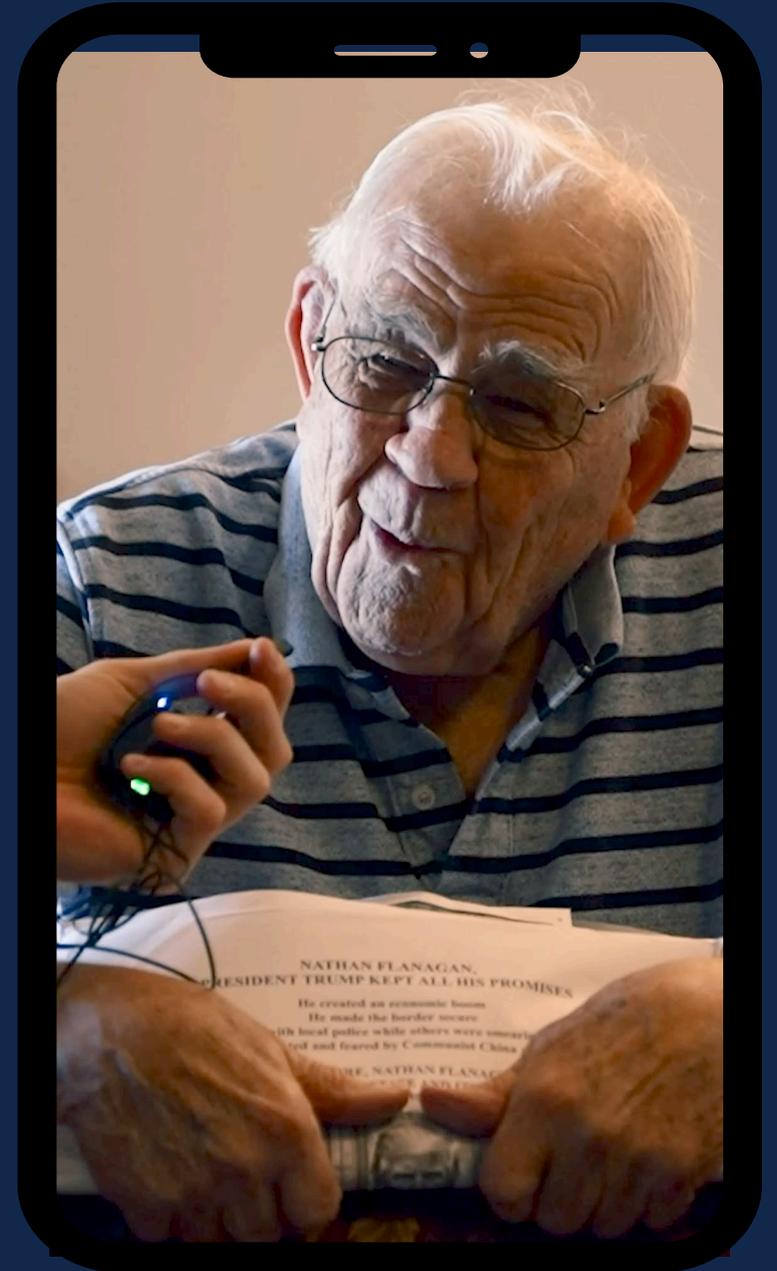
**Blue Skies Communities of Texas**



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

(This is my favorite part of the job.)

Lutheran Sunset Community | Texas

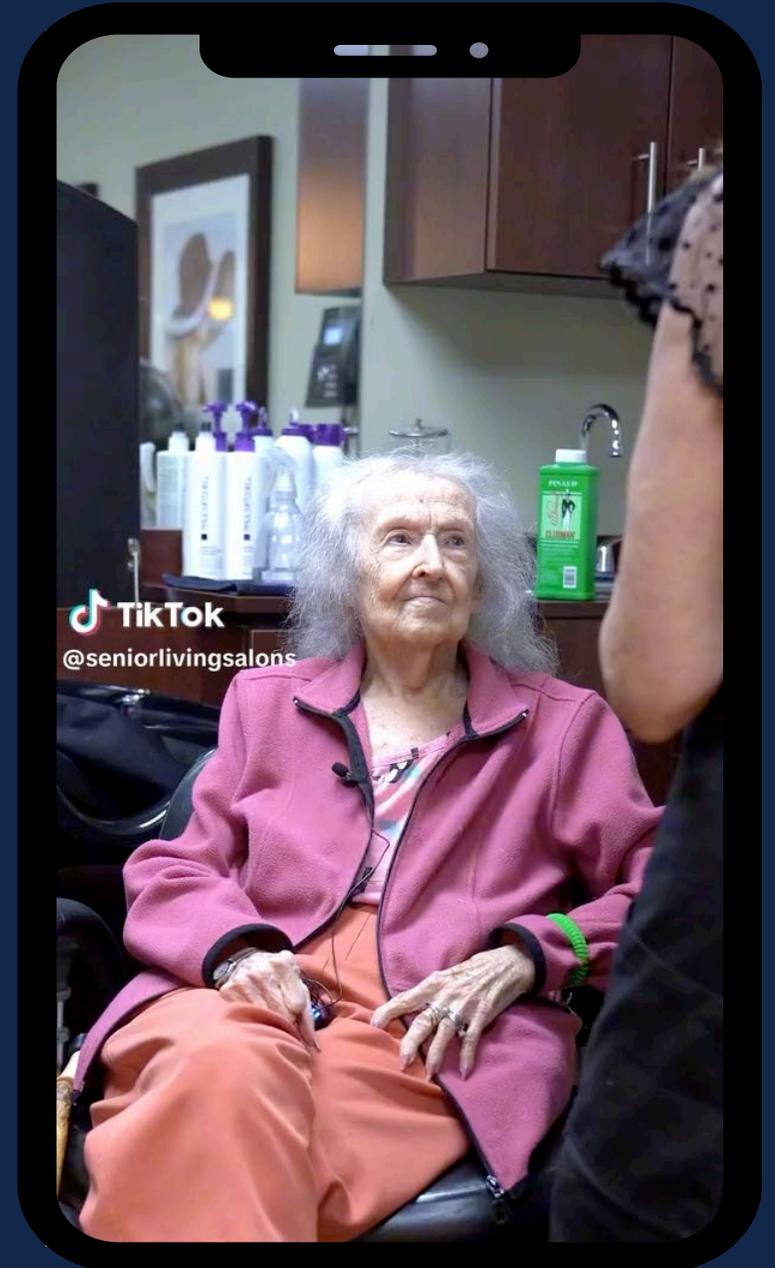


# Beyond Senior Living:

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



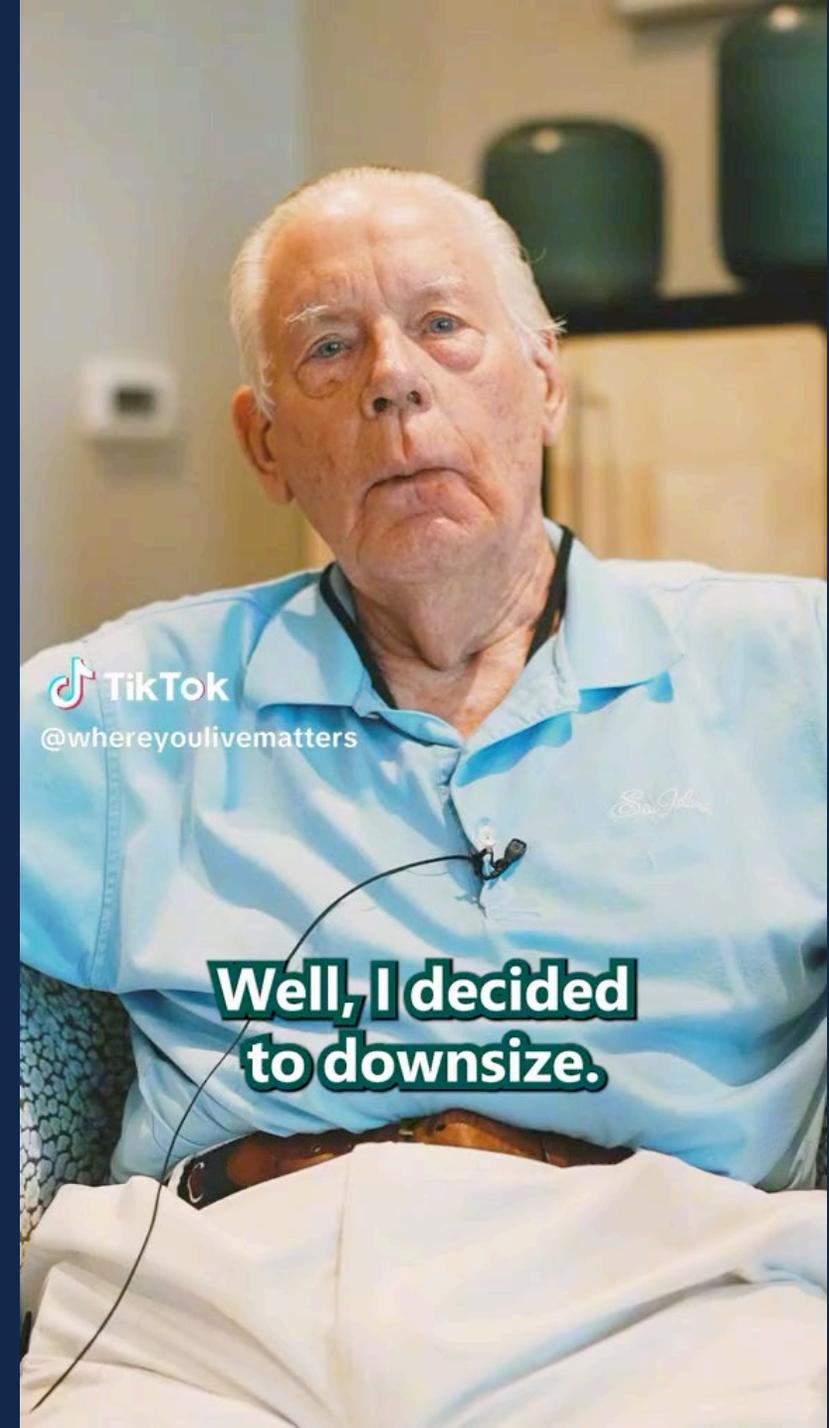


## Authentic Testimonies



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.
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# Evaluating Success of Organic Content

## Important Metrics to Evaluate to grow on Social:

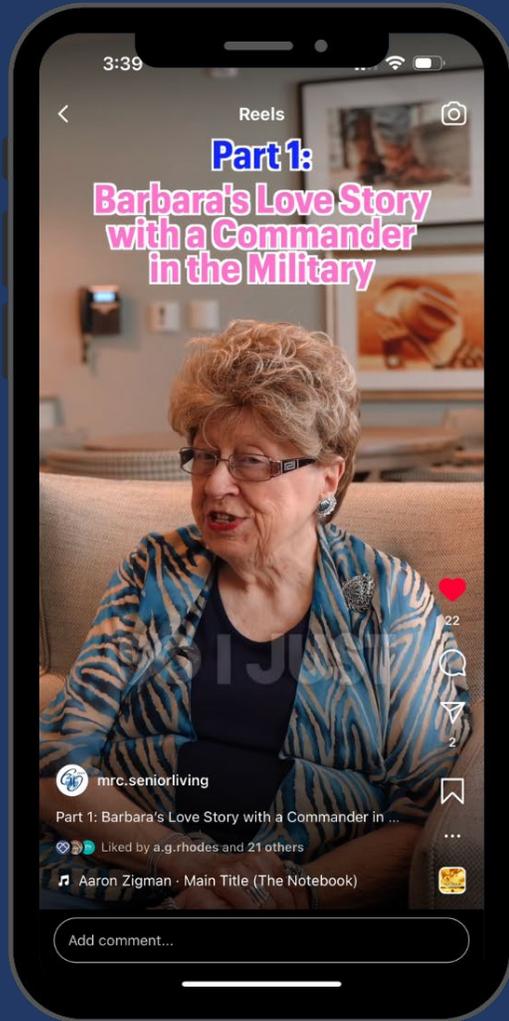
- Engagement Rate
- Watch Rate
- Full Video Rate
- Impressions
- Engagement
- Social Media Traffic to your Website
- Follower/Subscriber Count

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

*From the CEO of Instagram in April 2024*



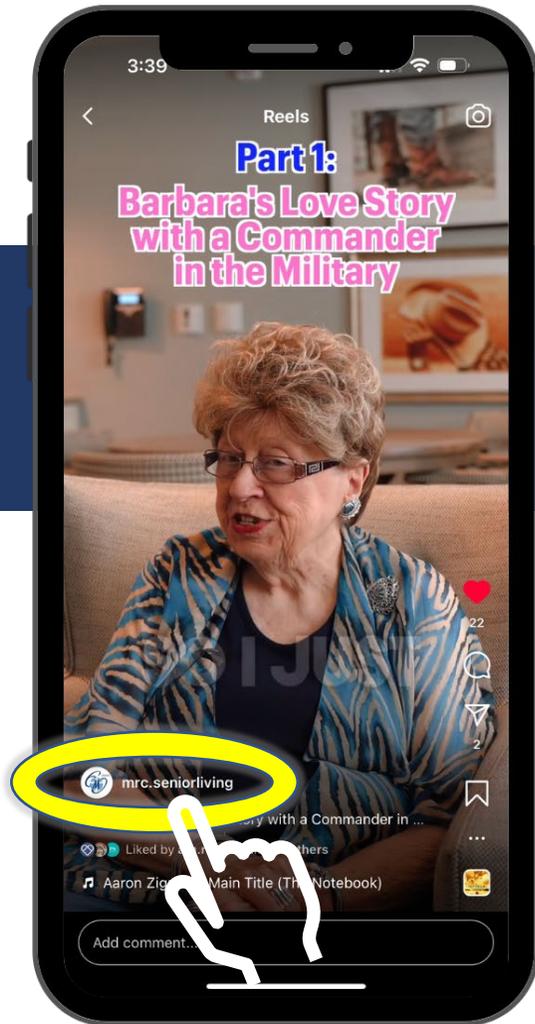
# How To Gain Results through Organic Social Media Growth



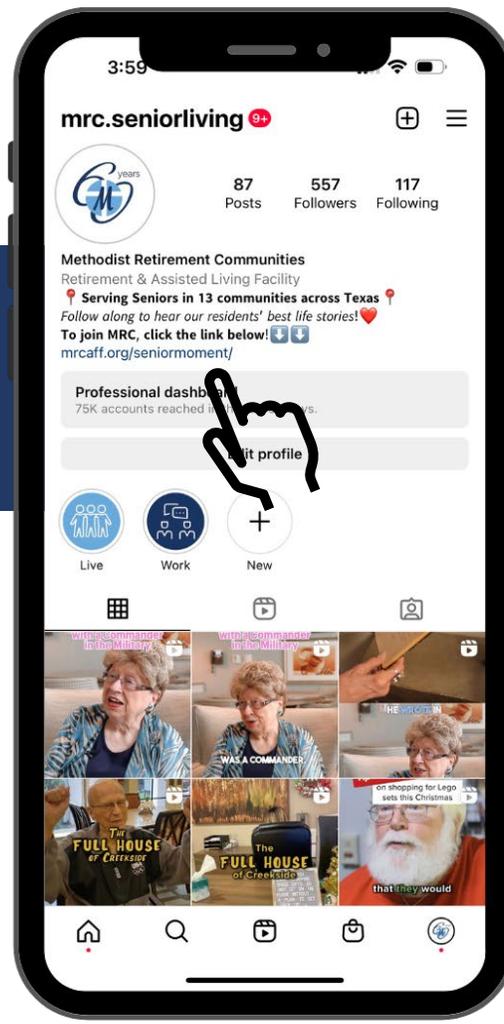
- **Step 1:** Show up in your target audience's news feed on social media
  - Use hooks, stories, humor, education, cliffhangers, etc.
  - Average 4-6 views earns a Follow
- **Step 2:** Use Call to Action (CTA) to drive the viewer, who now trusts you, to your profile
- **Step 3:** Social Media bio shares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



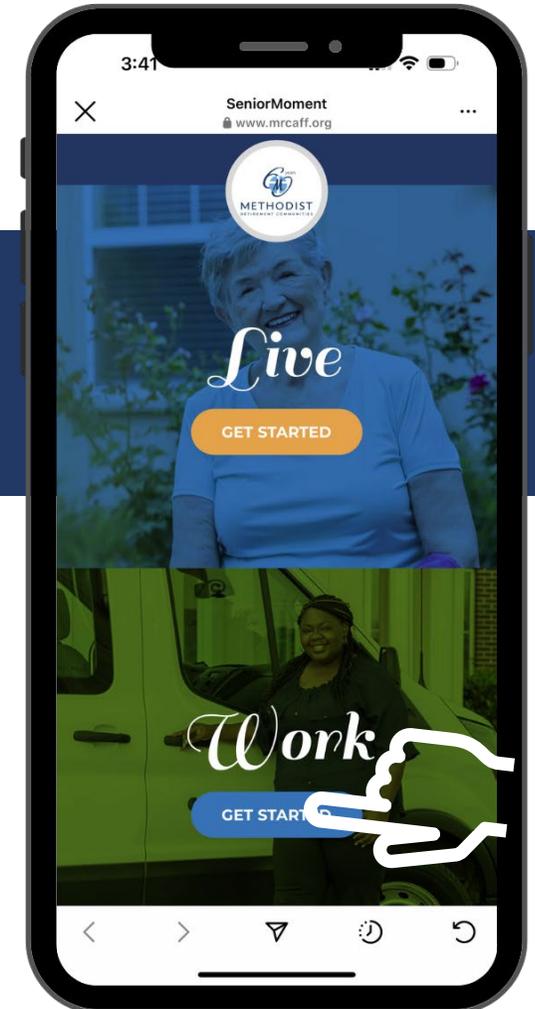
# View



# 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!

FEB 15 AT 4:26 AM

Thank you so much! This means so much to us to get this feedback. We are trying to reset the world's view on aging (and senior living), one story at a time. :) We appreciate your encouragement.

FEB 15 AT 9:46 AM

Well, you're doing it! I'm telling other people about it. Please keep it up!!

Tap and hold to react



Message...



“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

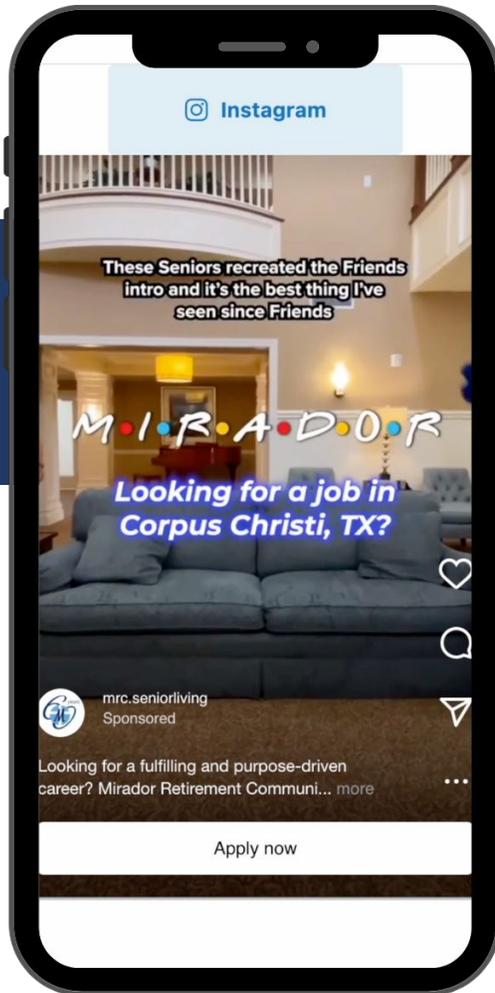
3. Launch a Social Media ad campaign within a 35-mile radius of your community

## Campaign Goals:

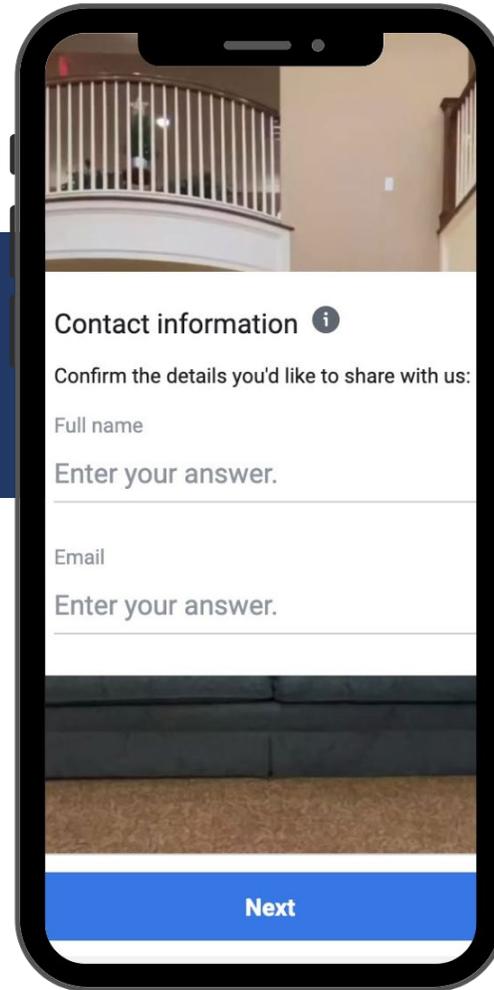
**Generate Job Leads for a Senior Living Community in Corpus Christi, TX**



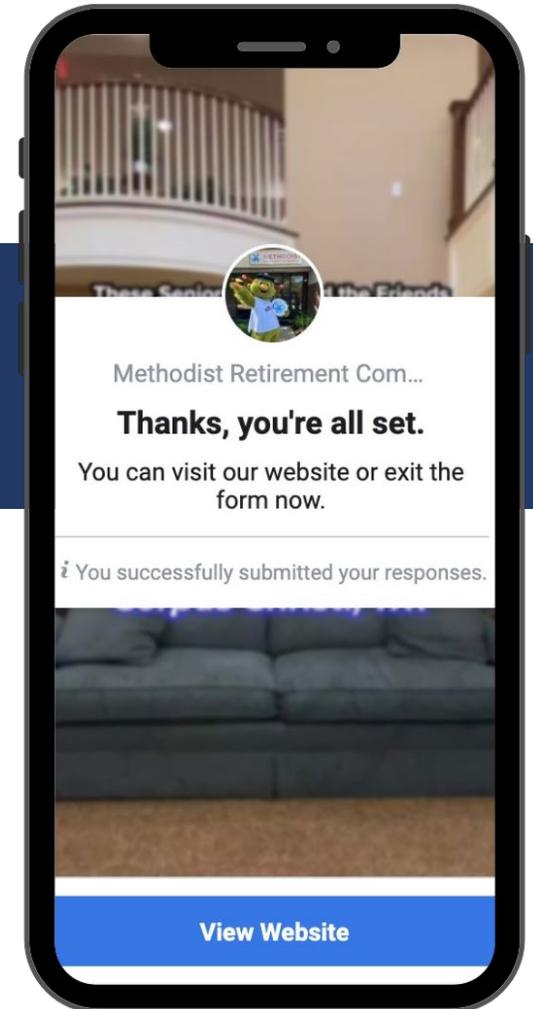
## Targeted Social Media Ad



## Submit Information



## 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.

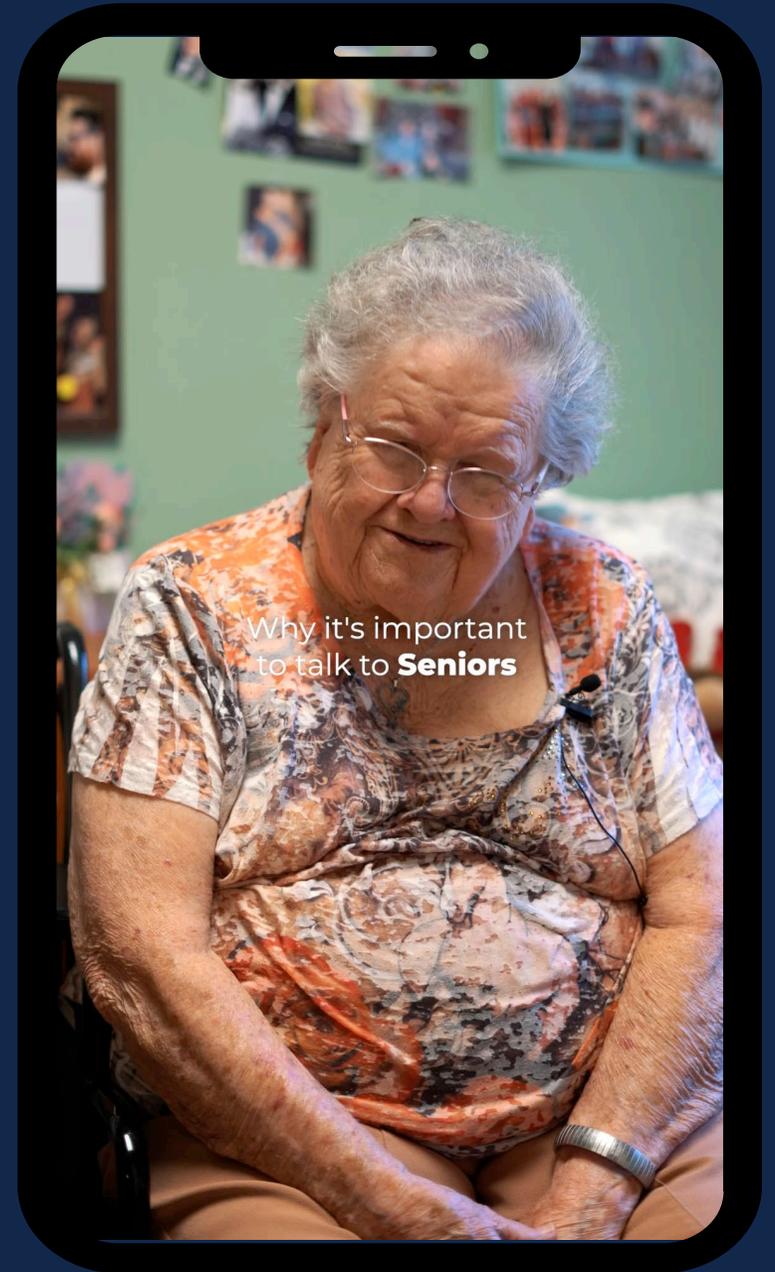
# How to be Successful on Social Media

## *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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