

## TEN TIPS FOR SHOW AND TELL THROUGH VIDEO CONTENT

### 1. Include video on your website.

Your website is 50 times more likely to appear on the first page of a search engine results page if it includes video.\*

### 2. Use your residents and staff to tell your community story.

Residents and staff are more credible spokespeople than your marketing firm. (Oops, did I say that?) Let the people who live and work at your community speak to the integrity of the products and service you provide. Your potential resident will thank you for it.

### 3. Create a news-style video to encourage a news outlet to sit up and take notice.

There's nothing a news organization loves better than a prepackaged news story. Human interest is always a compelling storyline, and your community is filled with great stories. Find them. Share them.

### 4. Be an educational resource for your audience.

Does your chef cook for a variety of diet restrictions, but still brings the flavor? Does your activities director find interesting activities that appeal to your resident population? Does your wellness director find new ways to address the physical well-being of seniors? Share these ideas and become a resource for seniors. They'll check back frequently for good tips!

### 5. Use social media to create a buzz.

Do your residents love to perform? Are they Karaoke champs, Wii™ Bowling aficionados, or do they just love to volunteer and give back to the community? Bring awareness to your community through the vast network of Facebook, Twitter, even Pinterest. People talking about your community is a good thing.

### 6. Know that amateur video is okay, especially for bringing events to life.

Not every video needs to win an Academy Award. Don't be afraid to film events like the high school choir that comes to sing at your community. Use your phone, iPad or other handheld device and put it on your website or Facebook page. You may even have residents who love to film. Consider using them to create great content.

### 7. Create video content to keep people engaged longer than by using copy or photos.

80% of your online visitors will watch a video, while only 20% will actually read content in its entirety.\*

### 8. Plan ahead to develop good video content.

Having a plan for video will ensure an efficient and effective calendar for regularly updating your content. If you plan ahead, you can also develop content that can be utilized for a variety of tactics, from email marketing to television spots.

### 9. Don't forget to include video content for health care.

Don't shy away from health care video content. You may think people only want to see the benefits of independent living, but it's just as important for potential residents and adult children to see the health care services you provide and the people who benefit from them.

### 10. Include video on your website. (Yes, it's THAT important, so we said it twice.)

If you don't think video is important, consider this: More video content is uploaded in 30 days than all three major U.S. TV networks combined have created in 30 years.\*

\*Facts via Quickspot, Insivia and DigitalSherpa.