

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

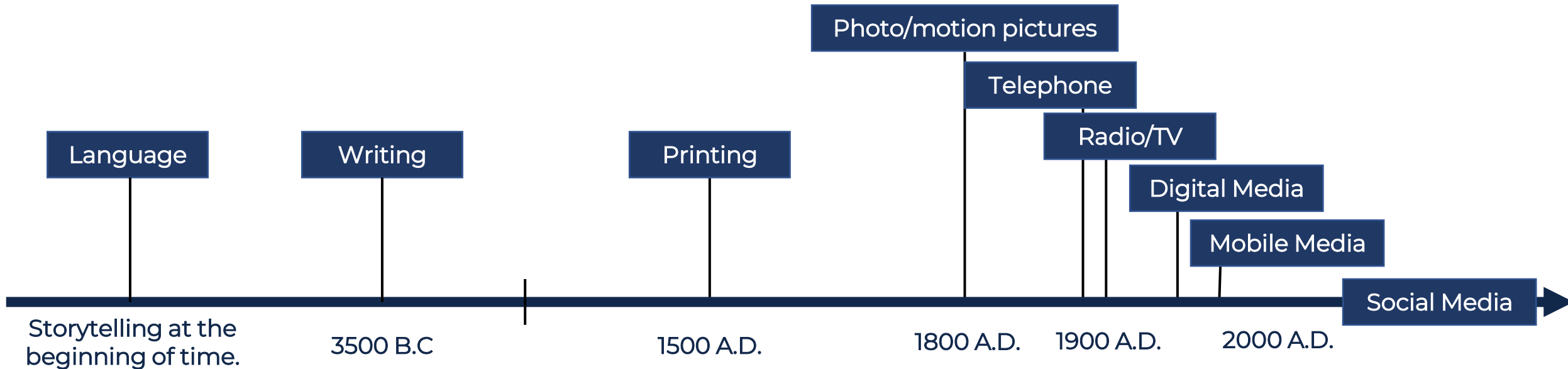
Georgia Football
@seniorlivingstories
Dash Media

*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.

Nearly 25% of TikTok users are over 50 years old

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



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



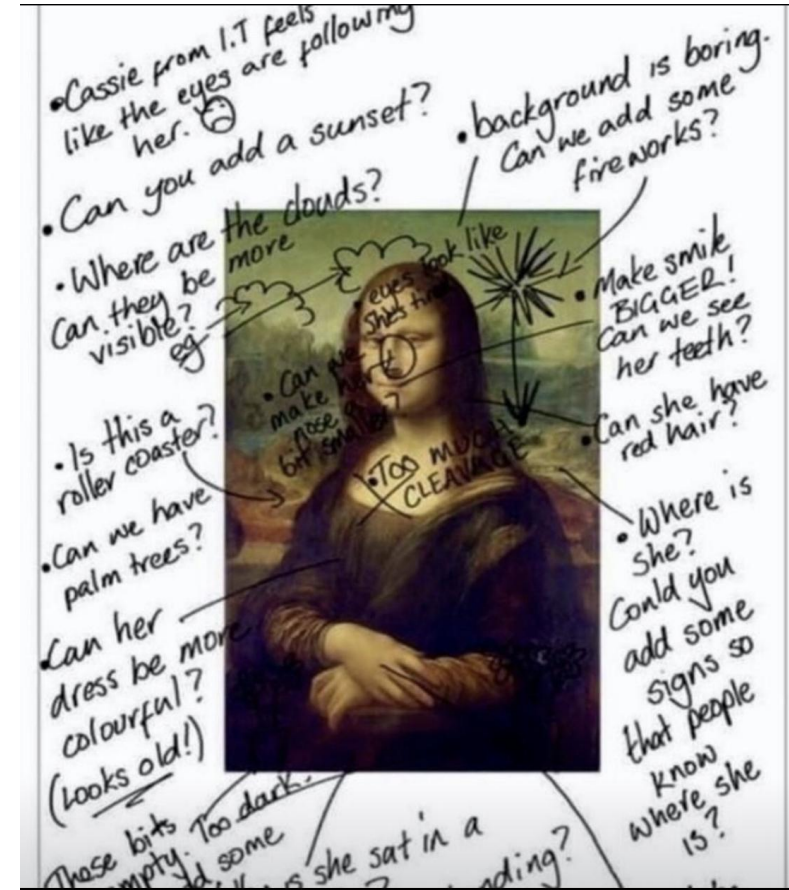
■ ■ ■ #1 Barrier to Growing on Social Media

Created & Submitted for Approval

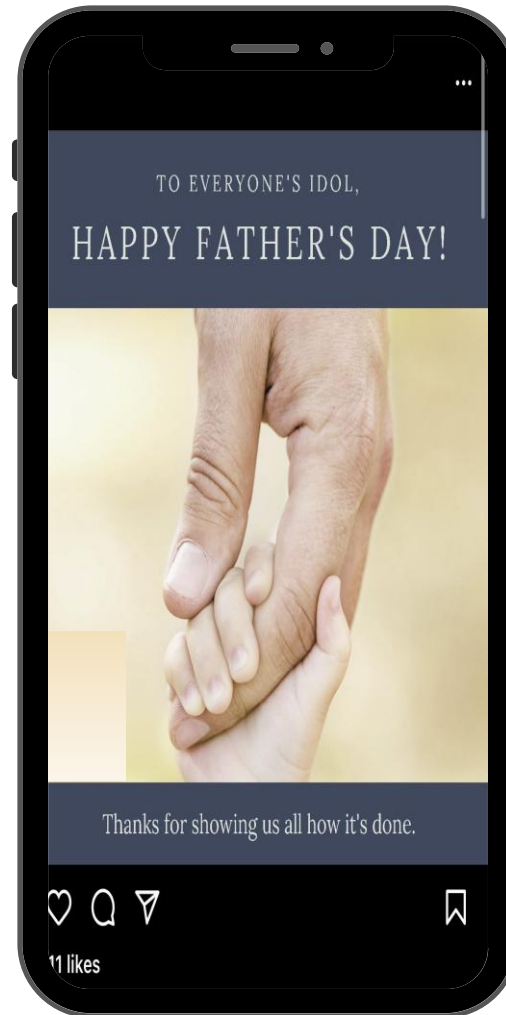
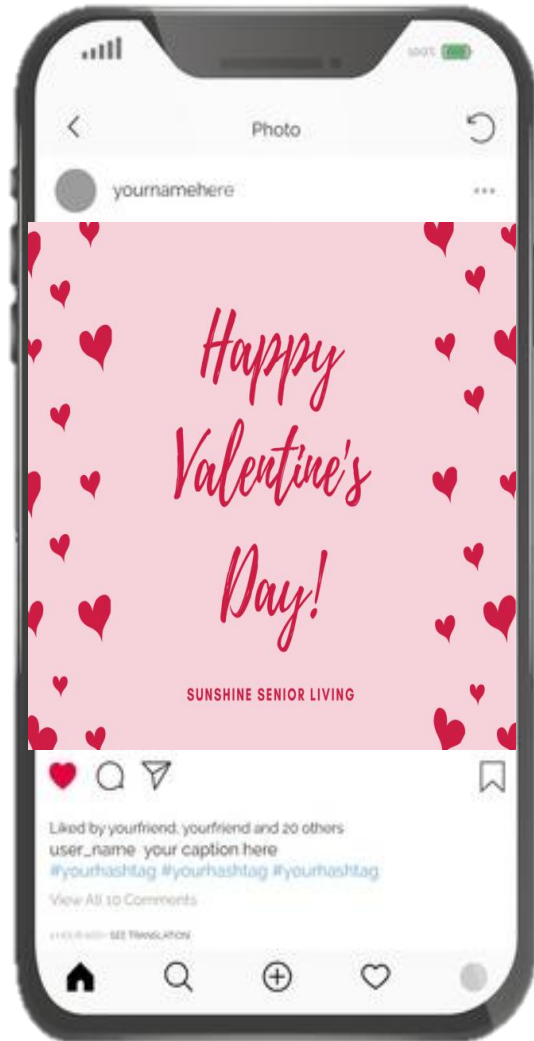


**Trying to
create perfection
in every post
will make it very
difficult to grow
a social media
account.**

Too much feedback kills Creativity



When Social Media Doesn't Work...



Lazy Stock Photos
& Videos



Boring content



Organization is
"The Hero"

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?

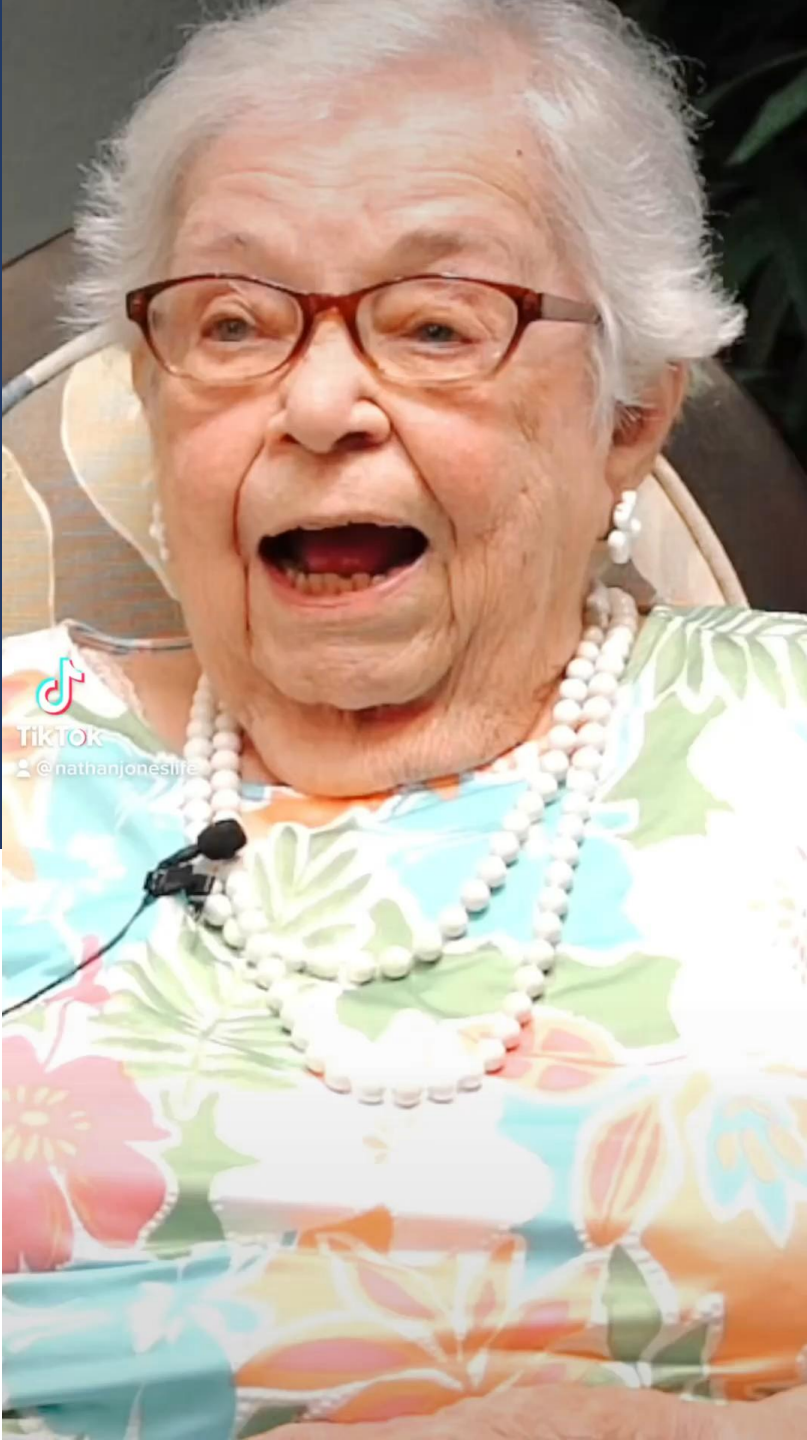


INSPIRE
EDUCATE
ENTERTAIN

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?

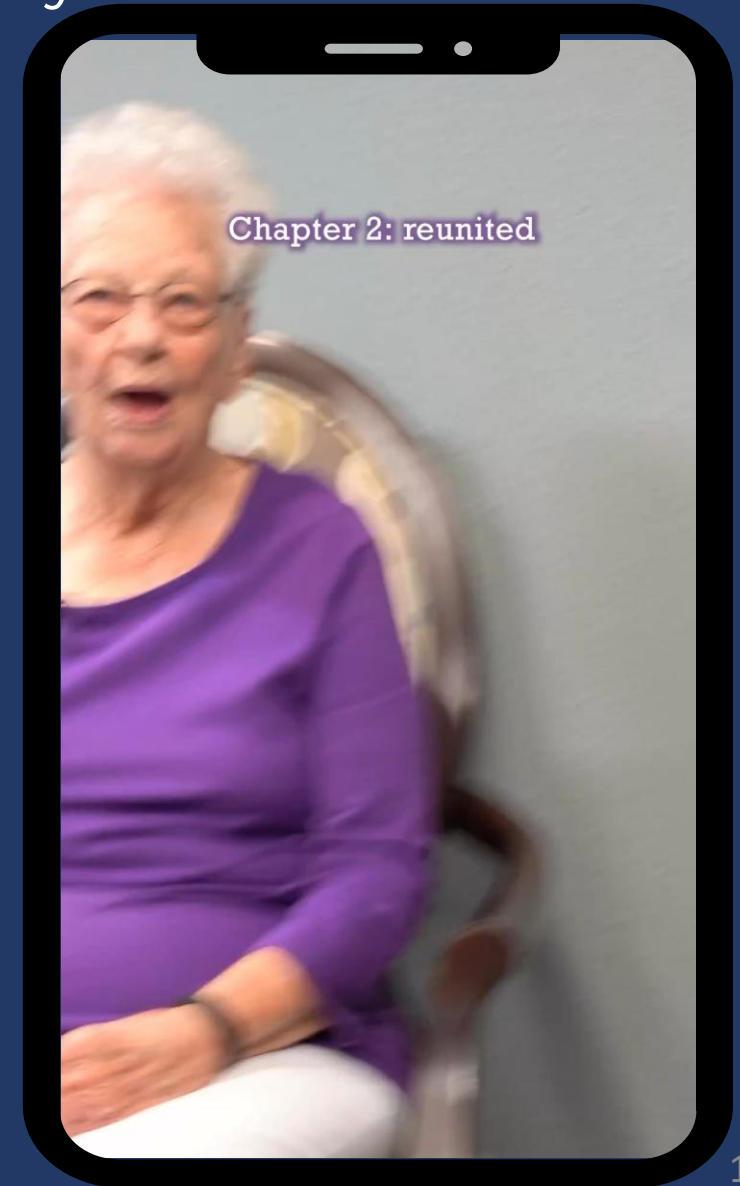
Subtitles are also Non-Negotiable -
More than 75% of seniors watch social content on mute.

Ineffective Post vs Good Post

Goal: Celebrate Valentine's Day



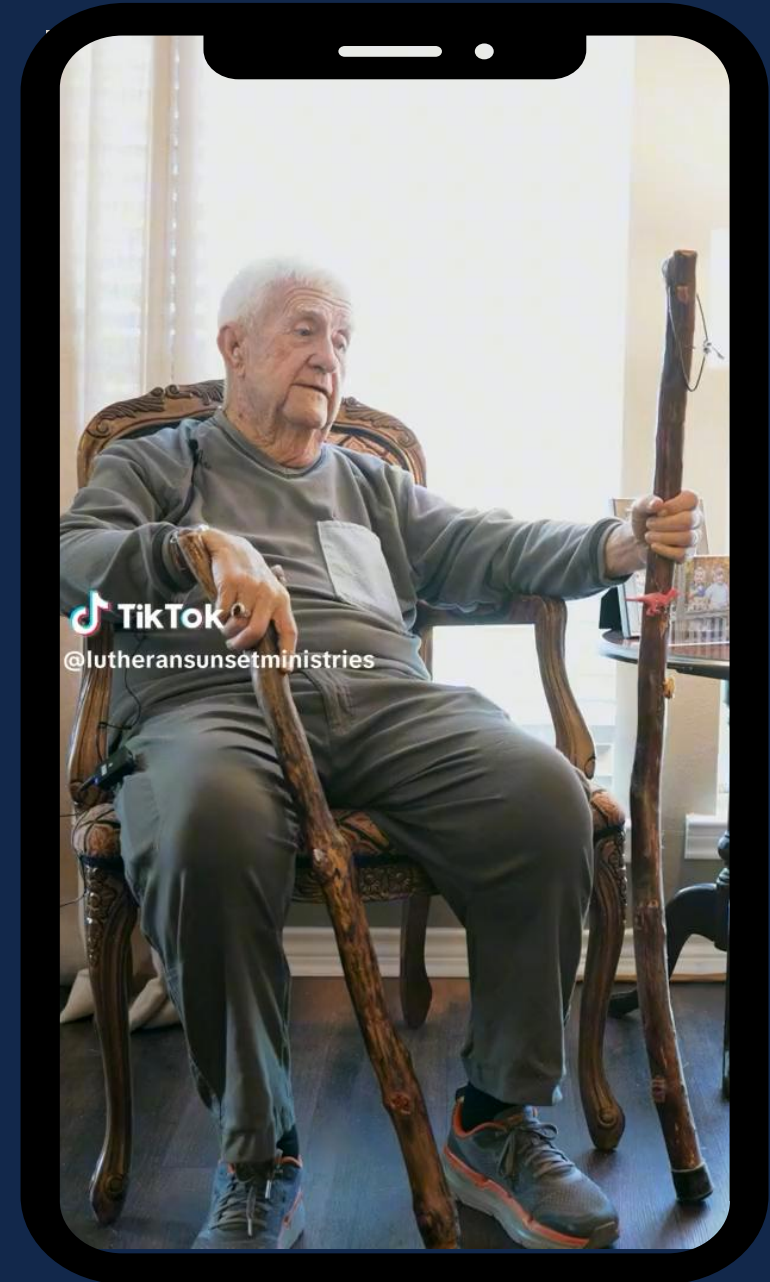
Entertain:
Tell Your Stories!



Resident Influencers:

Authentic Stories
+ LeadingAge Texas

Lutheran Sunset Community | Texas



Resident Influencers:

Inspiring the world

Arrow Senior Living

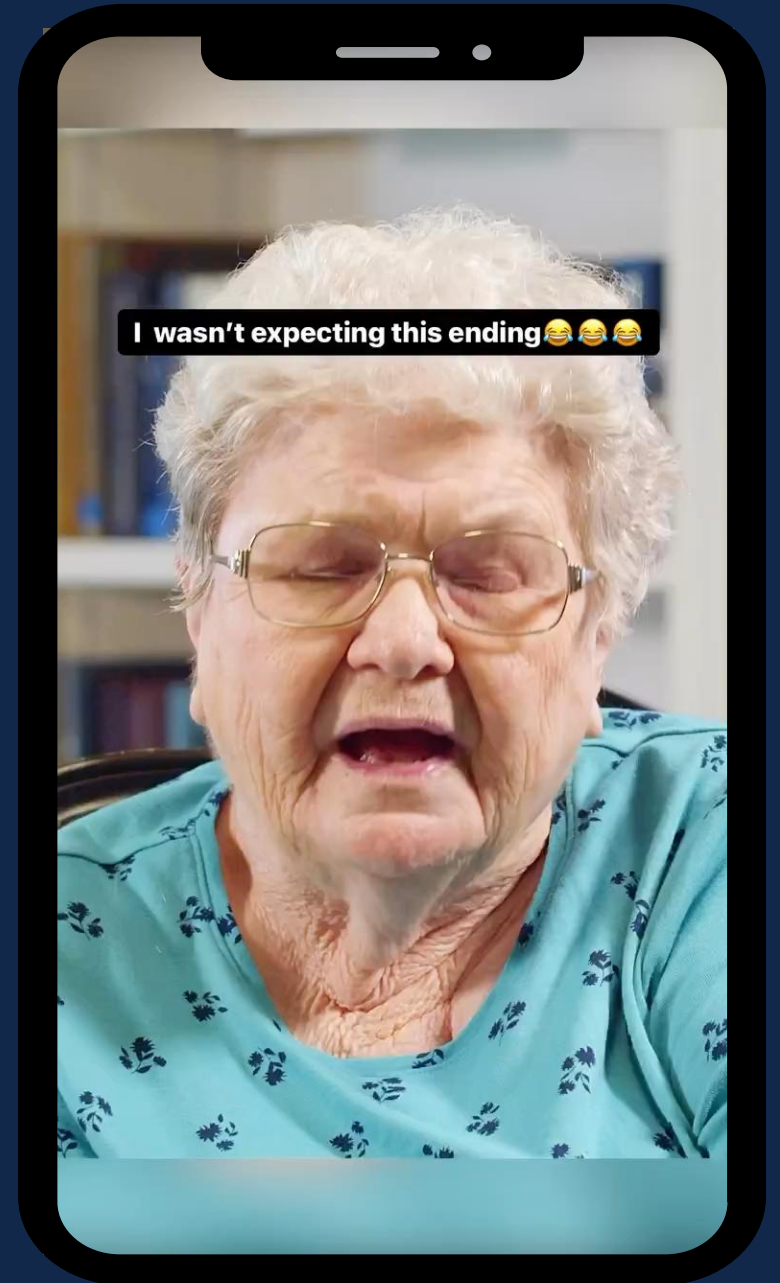


Resident Influencers:

Authentic Stories engage
an entire community.

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

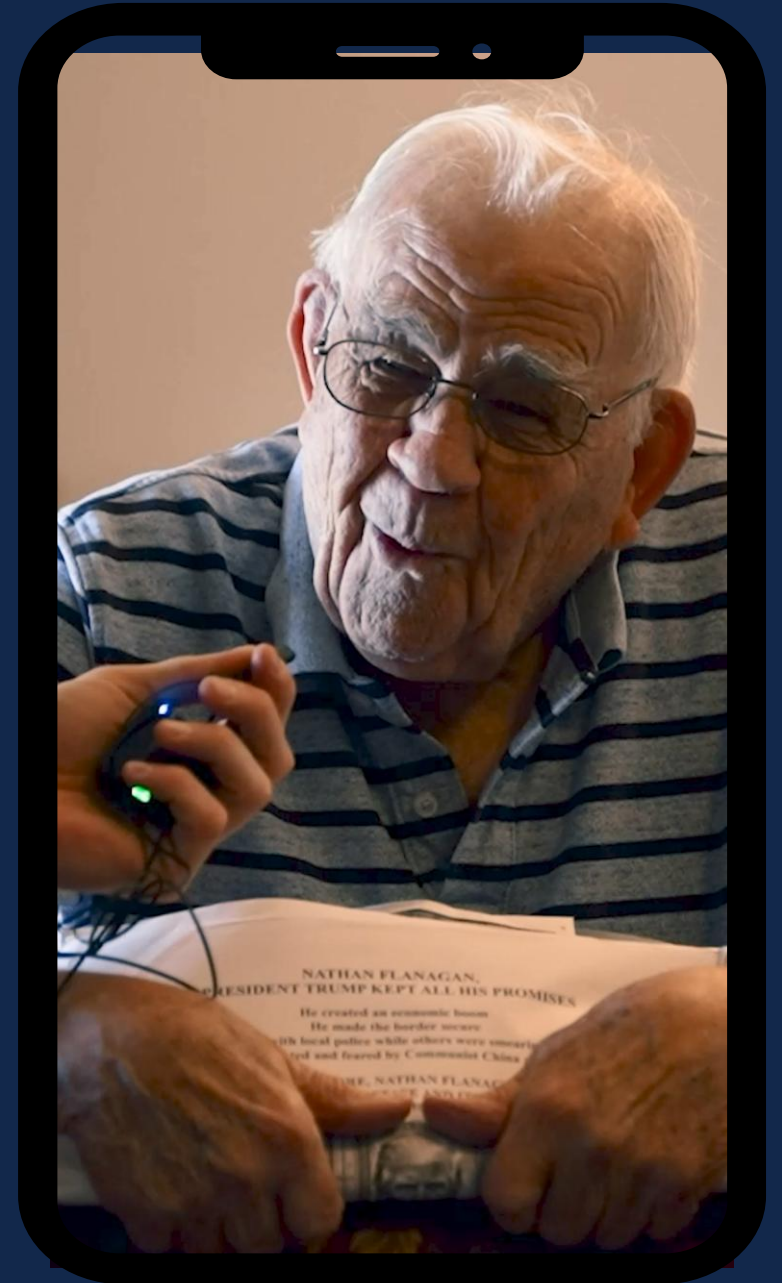
Methodist Retirement Community | Texas



◀◀ Residents love sharing
their stories...

(This is my favorite part of the job.)

Lutheran Sunset Community | Texas

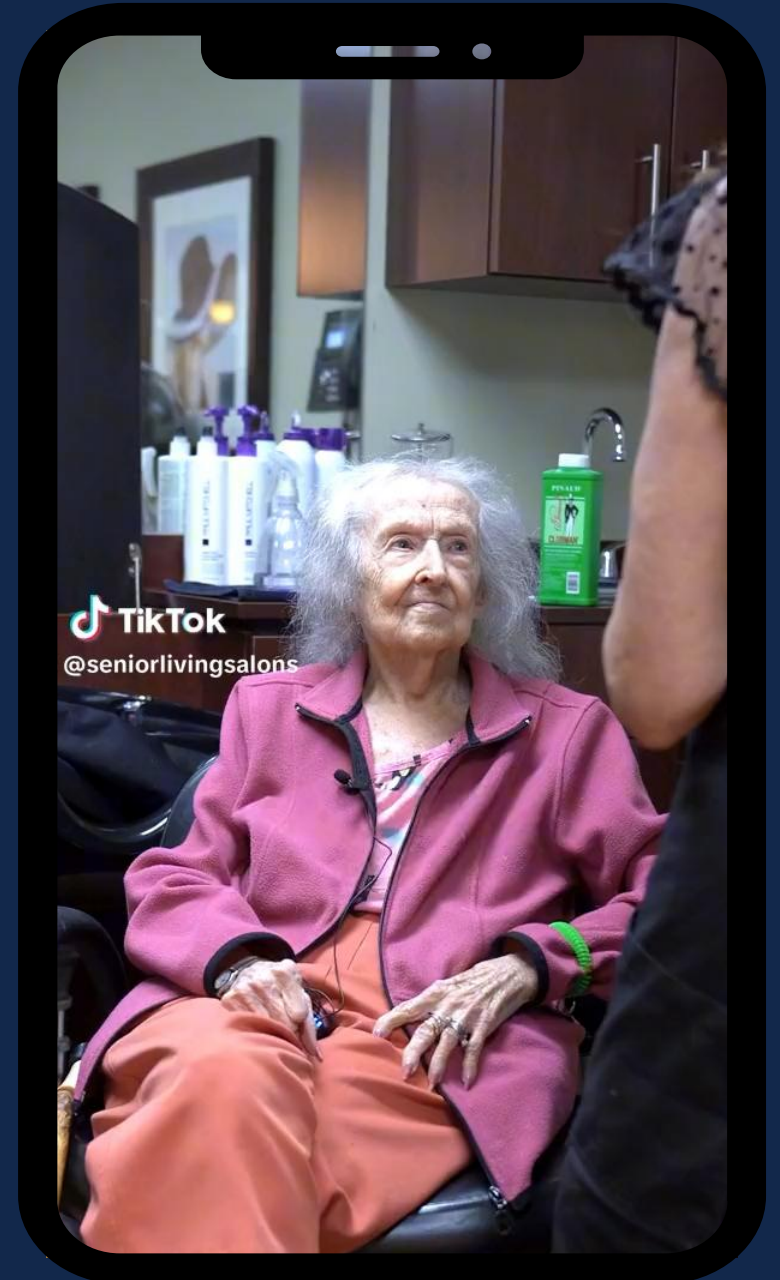


Beyond Senior Living:

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

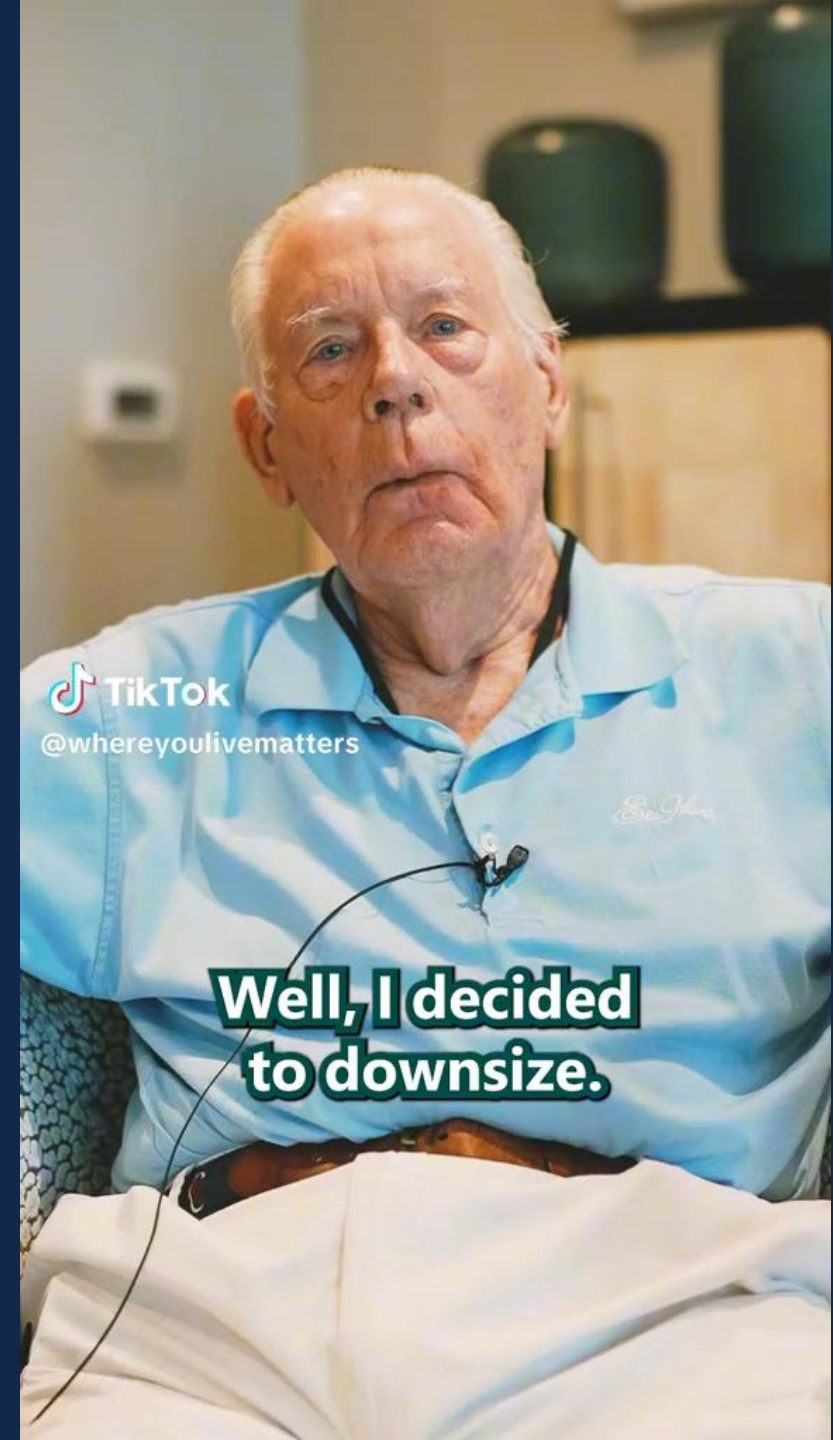


So you're 97 years old?

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:

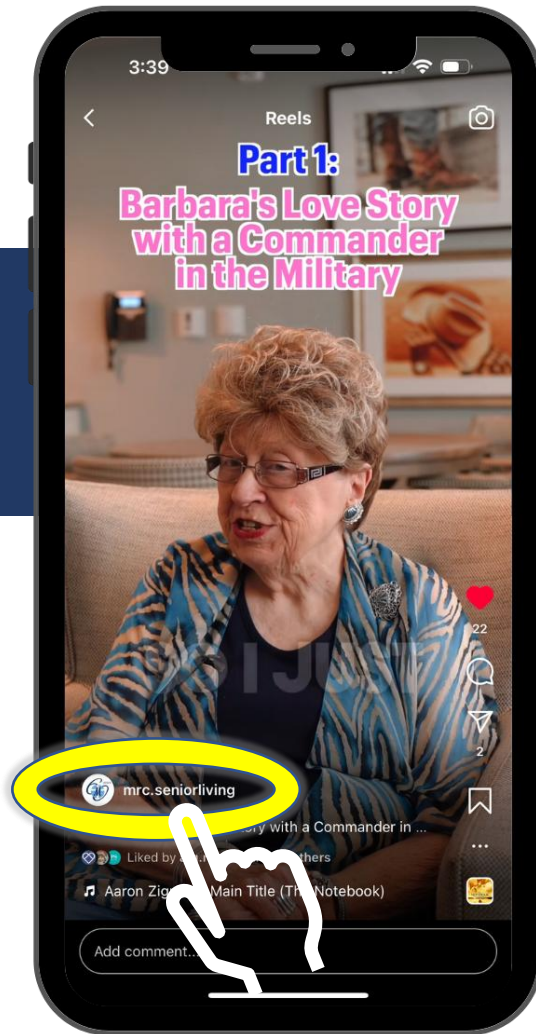
- Engagement Rate
- Watch Rate
- Full Video Rate
- Impressions
- Engagement
- Social Media Traffic to your Website
- Follower/Subscriber Count

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

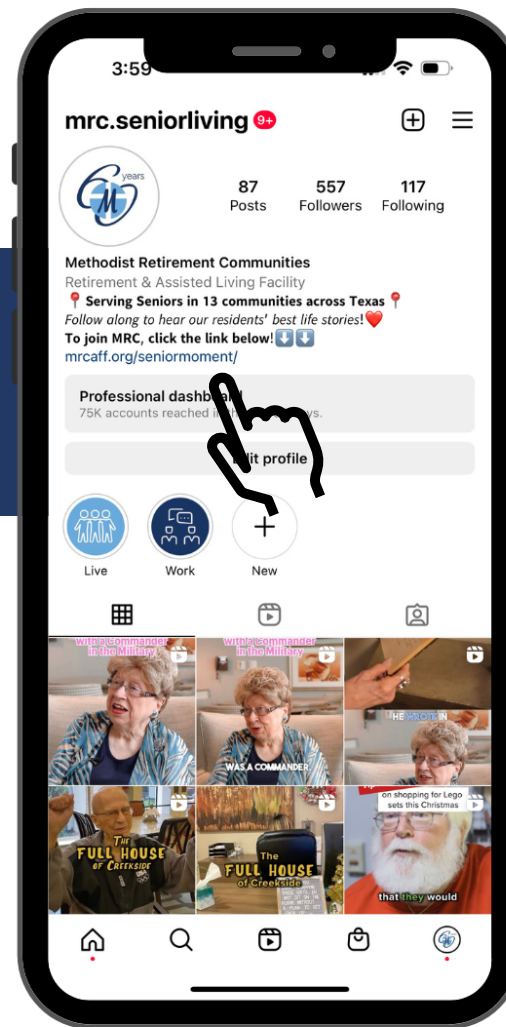
From the CEO of Instagram in April 2024



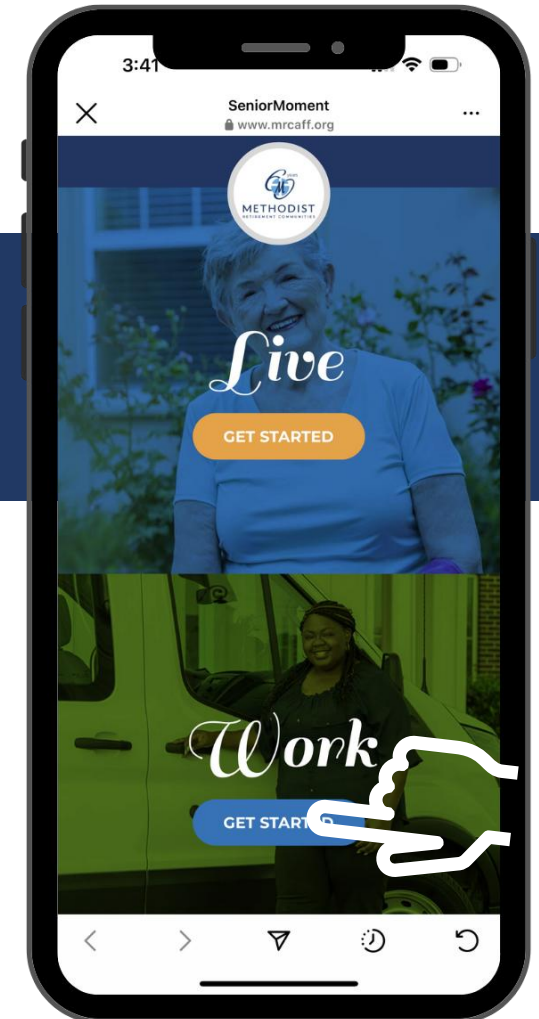
View



Profile Visit



Job Application



The Organic Pathway to Apply for a job...



How To Gain Results through a Paid Social Media Ad Campaign



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

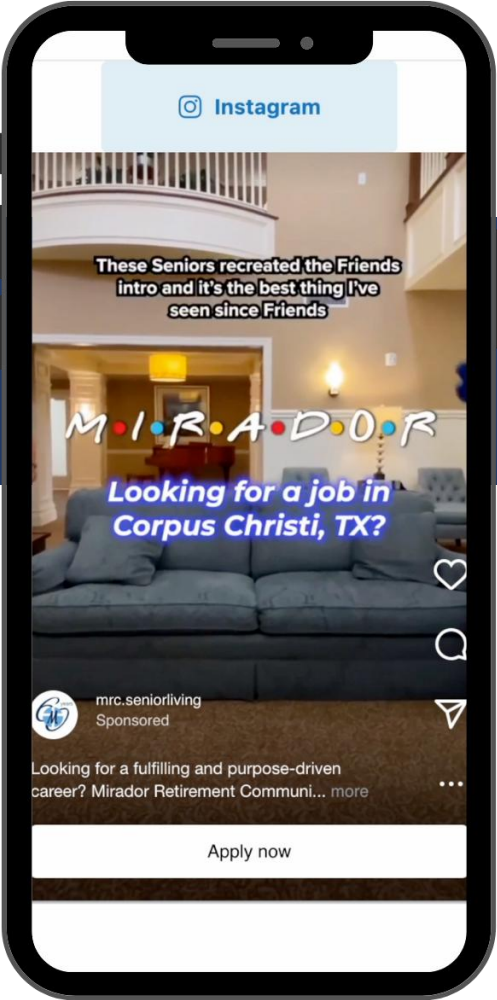
2. Repurpose highly engaged video into a Paid Social Media Job Advertisement

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

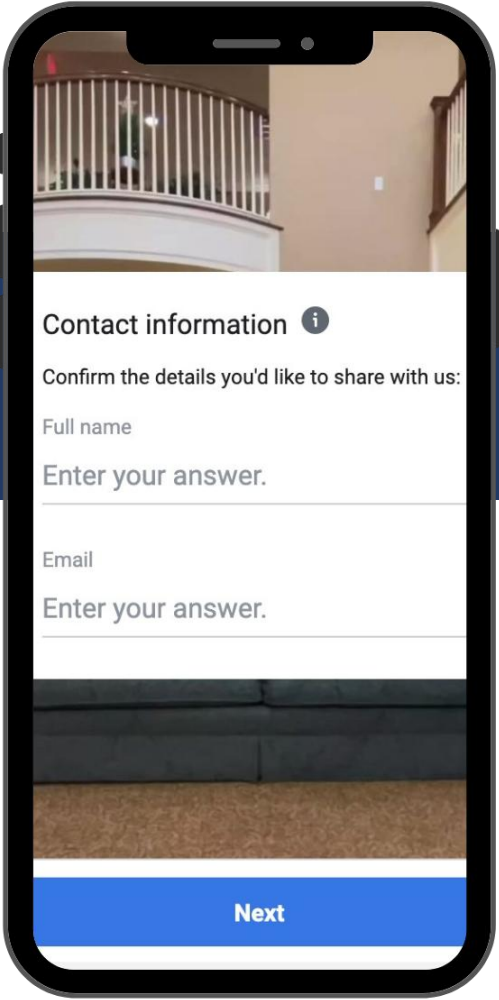
Campaign Goals:

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

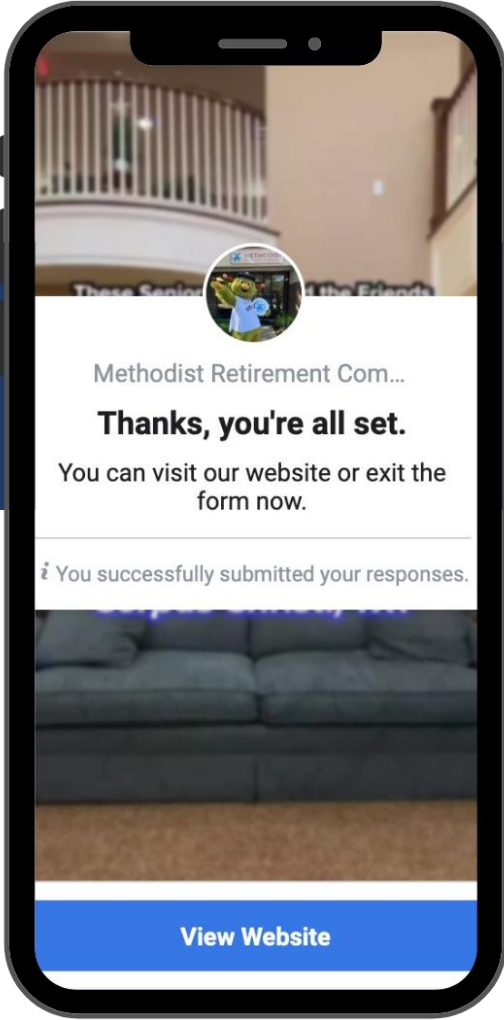
Targeted
Social Media Ad



Submit Information



Visit Website to
Learn More



The **Paid Pathway** to Gaining Job Leads



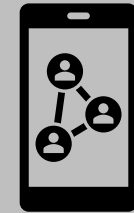
Incredible ROI from a Paid Ad Campaign in February 2023

\$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



How to be Successful on Social Media

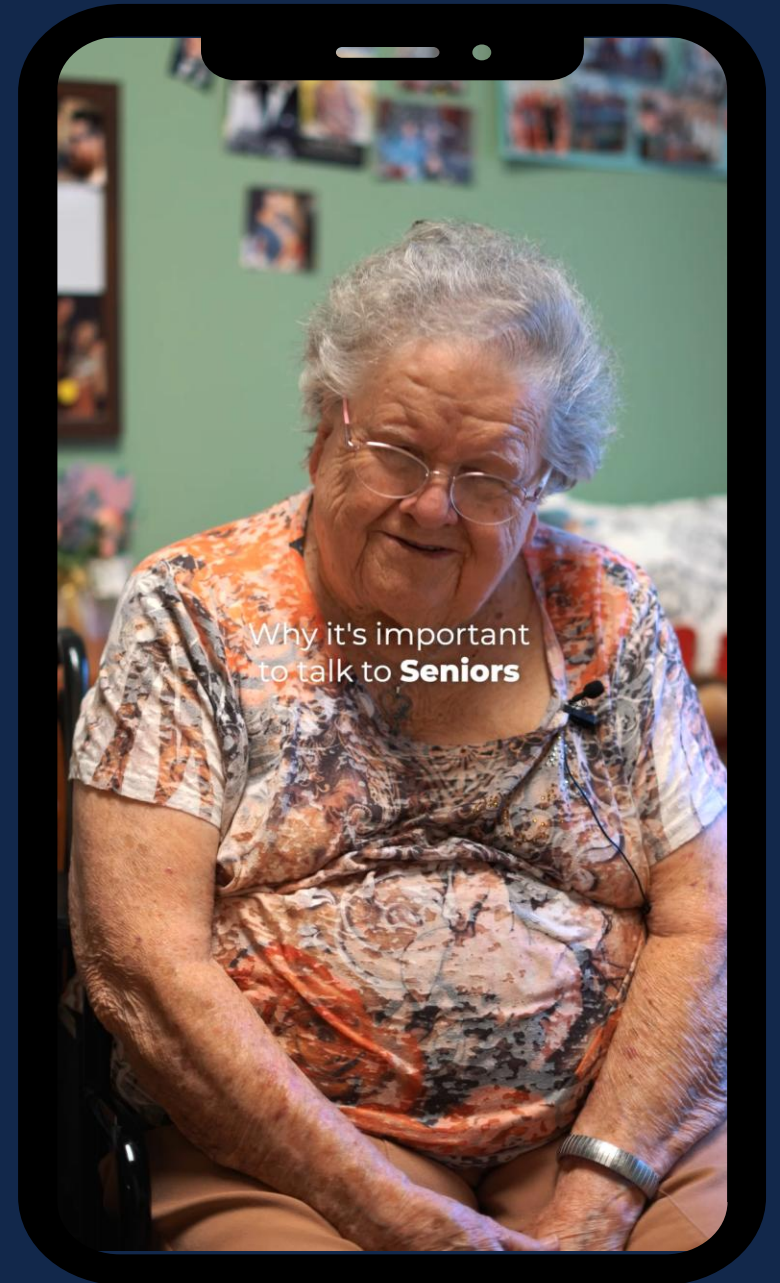
from a Senior Living Organization

- 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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