

Below is a compiled portfolio of the work I completed for Ivy Marketing Group, a marketing agency located in Oak Brook, Illinois. I was a freelance content writer, where I was responsible for writing blog articles for their website. I began my work there in August 2023 and my time there ended in January 2024. Only six articles were published during my time there.

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How A.I. Can Improve the Lives of Seniors in Retirement Communities (Part One)

By: Anthony Herring



[Image courtesy of Pavel Danilyuk on Pexels](#)

Introduction – A Sudden Surge

Over the course of 2023, you've no doubt heard about a particular tool that is popping up in various industries: A.I. (short for "artificial intelligence"). With it seen as an eventual technological advancement, this surge was inevitable.

A result of that inevitability is the growing presence of A.I. in the senior living industry. It will no doubt revolutionize the way retirement communities take care of their residents, acting as a platform to improve their experiences.

Before we can further discuss said improvements, an important question must be answered.

1 – What is A.I.?

The technology firm [McKinsey and Company](#) defines A.I. as "a machine's ability to perform cognitive [thinking and reasoning] functions we usually associate with the human mind." From this definition, McKinsey considers A.I. to be a part of a long line of "smart machines," which include devices such as calculators and personal computers.

As mentioned earlier, A.I. has been increasingly utilized in many different industries, and [Forbes contributor Bernard Marr talks about these specific usages](#). He details that the retail sectors have been able to create more specific marketing practices and customer service chatbots; financial companies receive help with financial planning, wealth management, and fraud detection; security divisions can make more powerful surveillance networks and threat detection technology; healthcare providers can better customize treatment plans, collect patient data, monitor mental health, and so much more.

2 – What Technology is Present in Communities?

With A.I. making its way in senior living, it's important to know what technology is already in use to see how this will soon embed itself on a larger scale.

In an article from December 2022, [HealthTech Magazine reported](#) that there will be a substantial digitalization of senior care in 2023. Its authors, Jessica Longly and Liz Cramer noted that there will be a rise in audio and video devices—such as FaceTime on Apple products—that can help seniors to communicate with their family and friends, along with allowing them to interact with smart technology, such as thermostats. Longly and Cramer also discussed how the implementation of A.I. could help with what they called “passive sensor technology,” a tool that can aid workers in preventing senior injuries such as falls.

With 2023 now here, was HealthTech right in their predictions? Well, yes, they were (and there is an example to prove it)! President and CEO Mike King [authored an article about his retirement community, Jewish Senior Life](#), and the advancements it has made it using digital devices. He talks about how residents are able to use a plethora of audio and video tools to converse with friends and family, particularly [Google Home](#) (a smart speaker) and a computer system named [“It's Never 2 Late” or “iN2L”](#) (a computer system that can help tailor residents' interests).

Now, while A.I. doesn't appear to be directly mentioned as part of Jewish Senior Life's digital devices, it is easy to see how its presence could be applied: both Google Home and It's Never 2 Late are smart tech, so A.I. could be used to predict what residents might plan to do that day or perhaps change their pre-adjusted schedule (Google Home) and provide specific—or even block—content based on what residents engaged with in the past (iN2L).

Conclusion – To Be Continued

With that, Part One is concluded. We hope this article has helped to give you a better understanding of A.I.'s growing presence and how it can affect the current technology in use at retirement communities. Part Two will go into more detail about two A.I. programs that certain communities are already using, and the potential dangers that could arise. Stay tuned!

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How A.I. Can Improve the Lives of Seniors in Retirement Communities (Part Two)

By: Anthony Herring



[Image courtesy of Pavel Danilyuk on Pexels](#)

This article continues the subject matter first introduced in “How A.I. Can Improve the Lives of Seniors in Retirement Communities (Part One).”

1 – A Solid Pairing

As mentioned at the end of Part One, A.I. has already been implemented within senior living: two prominent programs are used by retirement communities that are quite beneficial to its residents.

The first program, dubbed [“Minerva,”](#) is mentioned by the retirement website myLifeSite in [a piece they wrote](#); the program was created by the tech company [TSOLife](#). Minerva acts as an A.I.-based software that collects data on residents within retirement communities. (Said data is collected with residents’ consent.) This software is in use by the retirement organization known as [Benchmark](#). (The U.S.-based org is responsible for maintaining dozens of smaller communities on the East Coast.) They have a program called “Something in Common,” which is a project that aims to connect residents through mutual interests; Minerva is used to collect data on the residents and find possible matches for them through the project.

The second program, created by the tech company [CareSmartz360](#), is called...well, [“CareSmartz360.”](#) This software is based upon A.I., and is used for home care usage within retirement communities. [As detailed by the company itself](#), CareSmartz360 helps residents maintain their daily lives through multiple avenues: sending reminders for taking medicines, providing communication methods with friends and family, etc. Not only that—and this is probably the tool’s most beneficial feature—CareSmartz360 is capable of monitoring residents’ activities, which can potentially prevent emergency situations from happening.

For example, take the passive sensor technology that was discussed in Part One. An A.I. system like CareSmartz360 can be applied within a retirement community as a method both to help detect when a resident is about to fall on the floor or perhaps even predict the likelihood of a resident falling (a similar estimation made for if A.I. was applied to smart tech like Google Home in Part One). Depending on

the situation, community staff can enact measures based on what CareSmartz360's data determines and act accordingly.

2 – Proceed with Caution

As with every new technological advancement, there are grounds for caution—and A.I. is no exception. With the software's usage growing at a rather alarming rate, it is unsurprising to see that people are worried at how frequently it's appearing in our day-to-day lives.

Sadly, this means that seniors—the most vulnerable demographic regarding technology—are at great risk. A.I. is an incredibly malleable tool, so much so that it can be manipulated to spread misinformation, which [the media company Decrypt has discussed](#) in an article on the subject. The author, Nathan Reiff, notes that artificial intelligence can be used to create false news articles, blog posts, videos, etc., and that among certain circles, these pieces can spread like locusts. If seniors were a part of these groups—or even just generally browsing the Internet—and found these pieces, they might actually believe that they're real. Now, if their loved ones were able to catch them in time, then they can prevent them from falling for misinformation in the future. (However, if they can't, then these seniors might fall deeper down the rabbit hole, believing these pieces more and more to the point of disaster.)

Another notable danger is one that hurts everyone: the scam. Scams have grown more sophisticated since the Internet became more prominent in our lives, and unfortunately, they show no signs of stopping—especially when A.I. gets thrown into the mix. A.I. is capable of fabricating voices, so scammers can make it sound like anyone they wish. Their cousin? No problem. President Joe Biden? No brainer. Your little brother? Of course. It is a scary and dangerous practice, and with seniors as more-than-possible victims, they are easy targets.

One particularly troubling scam aimed at seniors is called “the Grandma scam,” [which Forbes deliberates on](#) in an article regarding A.I. According to its author, Carolyn Rosenblatt, this scheme involves scammers using A.I. to trick seniors into giving money to their “grandchildren.” The “children” in this instance aren't that at

all, and are actually the scammers using fabricated voices. Since seniors aren't able to tell that the voices are falsified, they fall right into the trap.

Conclusion – Time Will Tell

A.I. is here to stay, and with it now being a part of senior living, it can be an incredibly helpful tool for seniors. Unfortunately, it is important to remain mindful of how it can be manipulated to harm them, and to take the necessary precautions. We shall see just how far A.I. goes in this industry.

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How to Effectively Communicate Your Message to Baby Boomers (Part One)

By: Anthony Herring



[Image courtesy of Andrea Piacquadio on Pexels](#)

Introduction – The Task at Hand

Communication is a wonderful skill. It has provided us with the opportunity to forge relationships, establish connections, and bond with our fellow humans on a personal and professional level. It takes care, diligence, and, ultimately, trust, to communicate effectively and honestly.

Unfortunately, it has its flaws. It can be used to harm and misinform. It can be weaponized for abhorrent purposes. It can be warped and misshapen, to the point where the intended message is unrecognizable to both those who received it and those who created it.

When considering these advantages and disadvantages, it's of the utmost importance to fully understand the power of communication—especially as a member of the marketing industry. Communicating your brand message to consumers is a pivotal step in creating a relationship with them.

What ultimately makes the consumer base complex are the demographics, and since we work in senior living, [our primary demos include baby boomers and members of the Silent Generation](#). While Silent Generation members make up a substantial portion of the retirement community population, baby boomers are the ones who will begin to think about staying in them. So, it's key to understand how to properly communicate your branding to baby boomers so they'll take your communities into consideration (and hopefully choose to stay in them).

1 – Who are the Baby Boomers?

[Before we can discuss that, however, we must answer one important question: just who *are* the baby boomers?](#)

[According to the website Investopedia](#), the baby boomer generation was the cohort of children born in the eighteen-year period of 1946 to 1964. They are the successors of the Silent Generation (1928 – 1945) and the predecessors of Generation “Gen” X (1965 – 1980). They are given their name due to the eponymous “baby boom,” a result of the end of World War II. When the war

ended, many were happy that a time of such destruction was finally over, so they celebrated by creating new families.

As of 2023, boomers are the second oldest living generation (the first being the Silent Generation, who would be in their eighties and nineties now). Thanks to this, boomers are either reaching or firmly in retirement age ([as USA Today notes](#)), making them the prime candidates for retirement communities!

2 – Boomers and Tech

Let's just say that baby boomers and technology aren't...the best of friends. Unlike their younger counterparts in Gens Z and Alpha—and even Millennials / Gen Y— boomers aren't digitally literate. They have difficulty grasping the latest technological trends, often requiring help in attempting to use newer devices.

This isn't surprising, as—[like Jan Golden of the Huffington Post discusses](#)— boomers grew up in a time in which smartphones, social media apps, and the Internet were nonexistent. Back in their heyday (the seventies and the eighties), phones, mail—or “snail mail” due to its delivery speed—and fax machines were the dominant forms of technology. (Sure, the Internet did come around during the eighties, but it was a *much* different beast compared to the juggernaut that it is now.) Their brains are hardwired to the analog days of old, and because of that, attempting to adapt to a more digitized world is a rather difficult challenge.

However, the challenge is not impossible. Boomers have shown that despite their conflict with digitization, they are willing to work alongside it (perhaps knowing that they'll have to come to accept it eventually, as change is inevitable). As the software platform [Xeven Solutions touches upon](#), boomers over the past several years are open to welcoming assistance with learning about new technologies. They understand it can be beneficial to them, despite how difficult the learning process can be.

Conclusion – To Be Continued

With that, Part One is concluded. We hope this article has helped to give you a better understanding of baby boomers and how their relationship with technology has changed over the years. Part Two will go into more detail regarding how to use this information to effectively communicate your brand messaging to them. Stay tuned!

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How to Effectively Communicate Your Message to Baby Boomers (Part Two)

By: Anthony Herring



[Image courtesy of Andrea Piacquadio on Pexels](#)

This article continues the subject matter first introduced in “How to Effectively Communicate Your Message to Baby Boomers (Part One)”.

1 – Changing Times

With baby boomers willing to understand the newer technology present nowadays, it’s clear that they are a viable part of the market. (This is important to note, as it goes against the misconception that they aren’t, which [Alex Shvarts over at Forbes goes into further detail](#) about.)

Unfortunately, the market—along with the rest of the world—was greatly affected by the COVID-19 pandemic. Everything was forced to slow down whilst this deadly virus raged across the planet. Despite this setback, boomers’ dynamic with technology shifted in an interesting way. As [Tom Morris of the software platform GWI reported](#), the pandemic helped them to “catch up” with the tech trends that were greatly overwhelming them. (It’s both funny and rather sweet knowing that boomers and their relationship with technology reversed itself thanks to COVID. At first, the world was moving faster for them, and now, they were moving faster than the world.

2 – Methods of Communication

With boomers now in a better position technologically speaking, just how exactly do they use it to communicate? Well, rather than use tools such as social media platforms, they prefer more direct lines of communication—as both [Ryan Jenkins of Entrepreneur](#) and [Rachel Pelta of FlexJob discuss](#) in their respective articles—such as face-to-face interactions, phone calls, mail, and email.

There’s the old motto “If it ain’t broke, don’t fix it,” and it seems that boomers are living by that. The days of their youth were dominated by analog devices—as discussed in Part One—so it is understandable why they’d opt for speaking with someone over the phone instead of speaking through direct messages (or “DMs”) on Twitter. (That being said, there are probably boomers who are more willing—or perhaps even more *accepting*—of the changing times, and are open to using

newer communication methods. Imagine a boomer replying to their grandchild's story on Instagram, or even finally sending that Twitter DM to a distant cousin!)

3 – Heart of the Matter

Now, to finally answer the central question: how can you effectively communicate your message to boomers? In our opinion, the three strongest avenues to do this are through television ads, direct mail, and emails. On the surface, all three methods are wildly different in terms of execution and possible engagement, but they all can act as a method of direct communication.

TELEVISION:

- Television ads have been a mainstay for decades, and an optimal way to reach boomers. There is a directness to TV that is difficult to replicate: the viewer watches a person or a group of people doing everyday things, like going to the park, hanging out with their family, walking their dog, etc. Seeing these experiences onscreen can personally speak to the viewer, as it can be relatable to them. Let's use an example.
- Marion Smith is a seventy-six-year-old woman who is contemplating going to a retirement community. Her current house isn't as accommodating as it used to be—what with her back and knee problems—and she needs assistance. As someone who isn't the best in using newer technology to find places, and the older analog methods not working for her, she has been in a rut. One day, she turns on the TV and sees an ad for a retirement community, where a woman her age is talking about her body aches. The woman talks about she called the community's phone number, scheduled a tour, and was blown away by the services provided. She ended up becoming a member, much to Marion's joy. She feels that the woman's struggle is just like her own, and she ends up calling that same community, and lo and behold, she is a now a member!

MAIL:

- Much like with TV ads, mail has been a decades-long mainstay. It is a surefire way to reach many people, and while it doesn't have that same

level of visual engagement that TV does, it can be made more personable. The letter sent to an individual is mailed specifically *to them* for starters, as it has both their name and address on it. This captures the recipient's attention, making them go, "Hmm, this is for me? I wonder what it's about," causing them to open the letter. The letter—unlike the ad—won't be able to show a visual to help relatability, but it can give specific details about what services that the sender can provide to the recipient.

- Mason Harrison is a stubborn seventy-eight-year-old man who is set in his ways. He much prefers to talk on his phone and receive mail than even participate in receiving emails and texts from family and friends. Unfortunately, his family feels that he should be in a community, but they have difficulty reaching him as his cell phone is a...relic to say the least. They have been finding places for him, but can't send him emails that have more information. One day—after a heated argument with his son, Ben—Mason happens to receive a letter in the mail from a community in his neighborhood. He opens it, feeling a bit guilty about the argument. The mail details the community's services for retirees, and as he reads on, Mason finds himself intrigued. He writes down the number and email given in the letter, and while he isn't entirely sure he wants to go, he is willing to look more into it. He calls Ben back and gives him the info, telling his son to investigate the email while he will try calling.

EMAIL:

- Email is essentially the next phase of mail's evolution. It's digitalized, it's faster, it creates less clutter, etc. Much like with mail, however, it is personable: email is sent to users' email accounts, where they can interact with it directly. They want to respond? They can go right on ahead. They want to ignore and / or delete it? They can do that, too. Unlike TV and mail, email can provide links, attachments, and even images regarding the subject that the sender wants to discuss with the recipient. The recipient can respond or ignore these add-ons if they so choose. Let's explore one final example.
- Sheila Marks is a sixty-eight-year-old woman who retired a few years ago. She is actively looking for retirement communities to be a part of, having grown lonely in her cramped apartment complex. More tech-savvy than

Marion and Mason, Sheila—with the help of her granddaughter, Mara—have had no luck browsing for communities online. One day, whilst browsing her Gmail account, Sheila saw that she had an email from a local community. It was sent to her as a part of an AARP promotion, and after scouring the email, she believes that she finally found her dream community. With Mara's help, Sheila makes her way to the community's website through a link on the email, and together, they navigate it—though Mara must make sure that she doesn't go too quickly or else Sheila will be left behind!

Conclusion – Good Luck

We hope that Part Two has helped to illustrate not only how boomers' relations with tech have changed, along with showing the three avenues that you can take to spread your community brand's message. We wish you all the best of luck!

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How to Properly Tailor Social Media Posts for Each Platform

By: Anthony Herring



[Image courtesy of Dominika Roseclay on Pexels](#)

Introduction – Welcome to Benson’s Home

When it comes to marketing your senior living community, social media is a hugely—and we mean *hugely*—important tool. With it being all the rage these days, it’s practically a necessity to have it in your marketing arsenal. That being said, there seems to be too many to count! Facebook, Instagram, Twitter—or X, we should say—Snapchat, Pinterest, Reddit, Tumblr, et cetera. Each platform has its own unique vision and feel, so it can be a bit difficult to figure out how to properly maneuver them. (Especially when it comes to making each social media post remarkably different for each platform instead of just copying and pasting.)

That’s where we at Ivy Marketing come in! Now, [according to the website statistics service Statista](#), the top three social media platforms that baby boomers use (as of 2020) are Meta / Facebook, Instagram, and X / Twitter. So, for this article, we will use these three platforms to illustrate how to market your community. Not only that, but we will use a fictional community to provide a clear example on how they’ll use these platforms for marketing.

The name of the fictional community is Benson’s Home, a senior living complex in Chicago, Illinois. The home is run by Kyle and Anita Benson, who are actively trying to market their newest campaign, “Family Visitation Day” (or “FVD” as they shorten it). This event is set up where family members of Benson’s Home residents can visit and partake in daily activities on a lovely Saturday.

1 – Meta / Facebook

The first platform that we will discuss is Meta, which used to be officially called Facebook. (For the sake of familiarity, we’re just going to use Facebook.)

Before you can properly use this platform for marketing, it’s important to note the features and terminology available to you. Fortunately, [writer Max Freedman of the Business News Daily website has given details on this topic](#), along with giving tips on how to use Facebook for your business. He lists the platform’s features as consisting of various sections on your profile page, including—but not limited to—the home (where general posts are located), the about (your page’s biography),

the community (posts from your audience appear here), the information and ads (tells customers what ad campaigns are active), the reviews (self-explanatory; reviews from customers are here), etc.

With this information, let's see how Kyle and Anita Benson will utilize this in their Facebook marketing. First, they create their profile, with their display name as "Benson's Home" and a brief blurb underneath it stating, "Benson's Home is a place where your seniors will be loved and cared for. It's the Benson promise." Their profile photo is the community logo (an illustrated image of the couple above the words "BENSON'S HOME"), and their larger profile banner is a picture of the community's building (think of it as something similar to a high-rise apartment).

When it comes to creating the post about the upcoming Family Visitation Day, the couple opts to go into detail about the scheduled activities, going hour-by-hour (starting with 8am and ending at 8pm). At the end of the details, there is a link that viewers can click on for more information regarding registration. At the bottom of the post is a large graphic, where you can see a senior resident laughing with their family, and the words "FAMILY VISITATION DAY – NEXT SATURDAY STARTING AT EIGHT AM – BE THERE OR BE SQUARE" next to it.

Every day leading up to FVD, they make detailed posts about the activities that senior residents will do with their residents. (These activities include arts-and-crafts, board games, nature walks, etc.)

2 – Instagram

The second platform that we will discuss is Instagram, which a more visual environment when compared to Facebook. Max Freedman of the Business News Daily site [also went into detail about how to use Instagram for marketing](#), so his expertise will again prove beneficial.

Like his Facebook discussion, Freedman talks of Instagram's primary features (some of which are shared with Facebook) that are present on both your profile page and general timeline (a collection of posts that you can see from other users). Said features include the bio; the handle (your username or "@name" as Freedman calls it); direct messages (private messages that you can send to other

users); filters (visual overlays for video content); follow button / followers (think of YouTube's subscriber system: you follow another user to see their content, and they can do the same for you); Instagram stories (one of the app's standout features; you can post a video or image to this so that your followers can view it); the highlight reel (basically a collection of past Instagram stories); and reels (short videos that Freedman compares to TikTok content).

How will Kyle and Anita Benson go about utilizing this for Family Visitation Day? Well, first, they set up a profile, using the same display name, profile photo, and banner photo as their Facebook account. However, they add a username: @BensonsHome. With their FVD post, they opt to focus more on the visual graphic and less on the information present in the caption. This new graphic has a senior resident playing a board game with their daughter, where there are two captions, one above them—"THIS LOOK LIKE FUN TO YOU?"—and one beneath them—"THEN COME TO FAMILY VISITATION DAY NEXT SATURDAY."

The text below the graphic and captions simply detail FVD, and how there will be a plethora of fun activities to do with senior residents. The Bensons note that there is a link in the Benson's Home bio that viewers can copy and paste into a website search bar to discover more information. (Instagram doesn't allow clickable links, so this is the workaround.) The couple proceeds to post a different activity (complete with a graphic) to their Benson's Home Instagram story every day leading up to FVD so that potential visitors can get a taste of what to expect on the day. All this time, they save each story to a reel labeled "Family Visitation Day" on their profile so that if someone were to miss a day, they can look at the reel and find it.

3 – X / Twitter

The third and final platform that we will discuss is X, which used to be officially called Twitter. (Much like our discussion about Facebook, we'll be referring to this platform as Twitter due to its familiarity.) The Business News Daily site has proven itself to be a wonderful source for this article, so it will once again be utilized here, [with advice given from writer Saige Driver](#).

Similar to how Freedman explained the inner workings of Facebook and Instagram, Driver talks of Twitter's features (some of which are shared with the

previous two platforms). Said ones include those on your profile page: the handle (username), display name (the name that shows up at the top of your page), profile photo (image that represents your profile), header image (also known as the “profile banner”; at the very top of your page that can be used to display another image that represents your brand), and pinned tweet / post (the first post that users will see when they’re on your profile).

Other tools are available for use, including the block feature (allows you to prevent users from interacting with you); bookmarks (essentially a “save” button for user content that stands out to you); the like button (shows to other users that you, well, like their content); the retweet—or repost—button (used to re-share content to your followers); direct messages; and the list feature (self-explanatory; here you can create lists of users for various reasons).

After breezing through Facebook and Instagram, Kyle and Anita should make short and easy work of Twitter. They create their profile with the same things that they used in the other platforms, and proceed to make the initial FVD post. Since Twitter has a 280-character limit, the couple makes sure that their discussion of FVD is short and to the point. They capture the details that must be mentioned, and that is all. The graphic present is once again a different one, this one being the FVD acronym spelling out “Family Visitation Day”, and the caption “Next Saturday, starting at 8am” beneath it. (The image continues the less-is-more approach of the previous details.)

In the days leading up to FVD, the Bensons post GIFs of the activities that you can do on the day, with the typical text above them simply saying, “Do you love [activity]? Well, come and do it with your seniors on Family Visitation Day this Saturday! Be there or be square!”

Conclusion – The Outcome

Meta / Facebook, Instagram, and X / Twitter all present their own unique strengths and challenges in regards to social media marketing. This results in them being overwhelming to navigate, but this obstacle can be overcome when you learn and understand the tools given to you.

One question remains: how did the Bensons fare with Family Visitation Day? Unsurprisingly, it was a success! Having the marketing campaign spread across three different platforms—especially ones that baby boomers / seniors use frequently—helped get the attention of family members of Benson’s Home seniors, driving up registration numbers. It was so successful in fact that Kyle and Anita are planning on having more in the coming months!

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Great Autumn Activities for Seniors

By: Anthony Herring



[Image courtesy of Sofia Shultz on Pexels](#)

Introduction – Autumn’s Arrival

After a surprisingly brisk and sweltering summer, autumn has finally arrived. The time of beach visits, outdoor concerts, and amusement park hijinks will now give way for cooler temperatures, pumpkin spice beverages, and the changing of the leaves. With that, comes new and fun activities for everyone to partake in—particularly seniors.

Autumn provides several unique opportunities for senior activities, and we here at Ivy Marketing are here to detail a few to you in the hopes that your own community will host them. Let’s get started!

1 – Autumn Festivals

The first activity that we’ll discuss is the eponymous autumn festival, a time for families to get together, eat food, play games, etc. This would be the perfect opportunity to have family members get together with their respective residents and go to a local festival! (This will require plenty of planning ahead, so be mindful of timing and scheduling.)

There are plenty of local festivals in the Chicagoland area, such as [Nightmare on Chicago Street in Elgin](#) (October 21st), [Free Family Day at the Chicago Children’s Museum on the Near North Side](#) (October 26th), and [the Corporate and Community Tree Trim in Brookfield](#) (November 11 – 12th). Additional festivals are can be found on several websites, such as [the news site WTTW](#).

2 – Nature Walks

With the sweltering summer temperatures now in our rearview mirror, the slightly frostier autumn temperatures have now arrived. With that comes an easier time for seniors to make their way outside for a lovely nature walk, whether that be in the local park or even the local nature preserve. Your community can schedule these walks for your residents on a weekly or bi-weekly basis, so as to give them some fresh air—and maybe even some exercise! The cool air will no doubt be a

much-needed reprieve at times, especially if certain residents have been unable to leave the community.

That being said, there are some things that need to be brought to your attention. Since the seasons have changed, the weather can have an adverse effect on your residents. (For example, during the summer months—[as the website Lifespan explains](#)—seniors are at a higher risk for heat strokes due to their older bodies.) [The website Comfort Keepers goes into detail](#) about how the cooler temperatures have a detrimental effect on seniors' bodies, so it's best to make sure that when nature walks are scheduled, have them dress in layers. Not only that, but the site also recommends that they be mindful of leaves on the ground, as that could potentially make them fall.

3 – Halloween Movie Nights

October is the month of the so-called “spooky season”, so don't be surprised to see an uptick in ghouls, goblins, and gremlins. Not *actual* ones, thankfully, but rather children dressed up as them! This time of the year is a special one for kids, as they'll be treat-or-treating on Halloween night, collecting candy by the dozens—if not hundreds!

What also makes this season special are the movies. *Hocus Pocus*. *Beetlejuice*. *The Haunted Mansion*. So many to choose from, and what better way to bring children and the residents of your senior living communities together than by hosting Halloween movie nights! (And the great thing is, you don't need to limit this to the day itself.) Perhaps every once every week—or even twice—you can invite the residents' grandkids to come to the community and watch some spooky movies with their grandparents. It would be a fun way for your residents to spend time with family members, along with the kids themselves being treated to sweets and everlasting memories. Have the kids dress up in costume, too, if you like; it would only add to the experience.

If you are struggling to find movies to show, [The Hollywood Reporter has compiled a list of films](#) that might hit the spot!

4 – “Autumnal Decoration Days”

The last activity that we’ll discuss are what we here at Ivy Marketing like to call “autumnal decoration days.” What we mean by this are dedicated days throughout the autumn months where your living community can invite residents’ family members to make autumn decorations. (Perhaps make a limit on how many can be allowed.) They can partake in crafting multicolored leaves to hang in residents’ rooms. They can make papier-mâché pumpkins and squashes to post near the entrances and exits. They can hang orange lights in the main halls and eating areas.

These are just starting suggestions that you are more than happy to implement, along with some that you come up with!

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How the Pandemic Changed Technology Usage for Seniors

By: Anthony Herring



[Image courtesy of Ron Lach on Pexels](#)

Introduction – A Bright Spot

The COVID-19 pandemic has caused extensive damage since it first went rampant across the world back in 2020. It affected healthcare, education, economics, the list goes on and on. (For a minute there, it seemed that there was nothing but horrific development upon horrific development.)

Amidst the tragedies of the pandemic, there was cause for hope: seniors. Whilst we were all sheltered in our homes, they decided to expand upon their relationship with technology. Let's explore that expansion together, shall we?

1 – Previously On...

Before we explore that, however, it's important to address that we at Ivy Marketing actually touched on this topic in previous blogs. Discussing these will help provide some necessary background before we go into the meat of this article.

In **"How to Effectively Communicate Your Message to Baby Boomers (Part One)"** [NOTE: when this article goes live on the website, put a hyperlink to it here], we explained what baby boomers are and their complicated relationship with technology. We noted that [Jan Golden of the Huffington Post](#) discussed that since seniors grew up during a time in which technology developed slowly, today's rapid advancements come at them at a slower pace. We also touched upon [the Xeven Solutions website's realization](#) that while seniors take longer to use technology, it doesn't affect their willingness to learn and adapt to today's world.

In **"How to Effectively Communicate Your Message to Baby Boomers (Part Two)"** [NOTE: when this article goes live on the website, put a hyperlink to it here], we continued this conversation. There, we briefly talked about the pandemic, where we mentioned [Tom Morris of GWI's observation](#) regarding seniors: he discovered that due to COVID-19's shutdown of the world, seniors were able to "catch up" to the tech trends that were eluding them. (It was at this point that we ourselves said that it was heartwarming to see our client base attain a goal that they were desperately attempting to complete.)

2 – Cause and Effect

Since seniors were able to “catch up” due to COVID, what exactly were the results of that? Well, they were quite fruitful, to say the least.

In April 2020, [editor Claire Kowalick of the Times Record News explained](#) that during the early months of the pandemic there was a record increase in technology usage by seniors. Kowalick noted that from a survey that was sent out from [TheSeniorList.com](#), seniors were on the move: 25% were reported to know how to disable Internet browser cookies, another 25% were reported to have bought groceries online more, 28% were reported to have downloaded new apps, etc.

In March 2021, [writer Brad Breeding of myLifeSite discussed](#) how there has been a huge jump in smartphone usage among seniors. A whopping 81% of 60 – 69 year olds use one, with 62% of those seventy and older using one, too.

In June 2021, [AARP revealed some notable statistics](#) regarding seniors and tech usage. Over that past year (from June 2020 to June 2021), 58% were reported to have watched streaming on a weekly basis, 70% were reported to use video chat more, etc.

While these results are good to acknowledge, it’s important to discuss what else that occurred during this period. Now, picture it: it’s March 2020, and your sixty-seven-year-old cousin Aaron is having a rough go at it. He’s known all throughout the neighborhood for being friendly and jovial; he often goes out on walks, meeting and talking with folks. He gets a “personal discount” at the local grocery store for being close with practically everyone there.

However, thanks to COVID, that all changes. With everyone being forced to stay in their homes—and only essential businesses having to remain open—Aaron’s outgoing life is turned upside down. Sure, he can still speak with friends and family over the phone and whatnot, and sure, he can still speak with the employees at the store and such, but...it’s not the same. Aaron is slowly growing more isolated, and the newer technology available—like Zoom—is a mystery to him. He’s becoming lonely.

What Aaron is experiencing is what many other seniors experienced during COVID, and, [according to Cailin Crowe of Smart Cities Dive](#), was referred to as an “epidemic of loneliness and isolation” by U.S. Surgeon General Vivek Murthy. This epidemic caused many organizations across the country to figure out how to lessen the digital divide for seniors in order to curb this crisis. [Susan Nash of the Stanford Center on Longevity discussed](#) how in 2020—during the darkest days of COVID—the state of Georgia implemented Internet training for seniors, New York City orgs gave free tablets and training for seniors, and that California needed to prepare its own initiatives to help seniors with Internet literacy.

3 – Predictions

So, with the pandemic having finally reached its end, one question remains: what will happen with seniors and technology for the foreseeable future?

[As reported by Diana Brooks of The 3rd Eye](#), the pandemic helped to sway seniors—or, in Brooks’ article’s specific case, baby boomers—to the side of “hey, technology is pretty helpful”. She talked about how two online surveys—ran by Mobiquity and Google in 2020 and 2021 respectively—illustrated that boomers had an increased use of technology, and would be more than willing to continue using it even after the pandemic ends (whenever that end occurs). Brooks concludes that thanks to a collective mindset such as this, this tech usage is “here to stay” and that “it will last.”

We would like to springboard off that and offer a bit of a continuation. Since seniors’ newfound tech usage is “here to stay,” it’s possible that this could help create a positive cycle. What we mean by this is that since seniors (members of the Silent Generation and older baby boomers) are more tech-savvy than ever, it can potentially spur a push for younger baby boomers and Gen X to follow suit when they become the new senior generations. Having all these generations be technologically literate would be both groundbreaking and vital, as technological advancement will only progress—and it would be better for them to be caught up rather than being left behind.

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Thoughtful Holiday Gifts for Seniors

By: Anthony Herring



Image courtesy of Kampus Production on Pexels

Introduction – Season’s Greetings

November is more than halfway over already—time flies—which means that December is nearly here. And with December nearly here, that means that the holiday season is coming along with it!

The holidays are a special time for everyone. Winter starts to set in, bringing beautiful snowfall. Christmas trees begin to be set up, lights and ornaments decorating their visage. Those a part of the Jewish faith participates in the week-long Hanukkah festivities. Heck, even Santa Claus himself prepares for his once-a-year trek across the globe, delivering gifts to those on his nice list.

It’s funny that we mention gifts, because there’s nothing more important than choosing the right one for their recipients—seniors included! Now, we here at Ivy Marketing have compiled a short list of presents that you can gift to your senior family members for the holidays, and we wish to share them with you.

Since Hanukkah (December 7th – 15th) and Christmas (December 25th) fall closely together, we will provide suggestions for both holidays. Let’s get started!

1 – Hanukkah: A Menorah

The first Hanukkah gift that we’ll discuss is one that has major significance for the Jewish people: the menorah.

[As detailed by Dani Rhys of Symbol Sage](#), the menorah is a six-branched, seven lamped candle holder, and is one of Judaism’s most defining symbols. There are two types of menorahs: the Temple Menorah, the original, seven-lamped holder that was housed in the Temple of Jerusalem, and the Chanukkah / Hanukkah Menorah, which is a newer model created to be lit within family homes. Unlike its predecessor, this menorah is eight-branched, and contains nine lamps. The Chanukkah / Hanukkah Menorah is typically used during the titular holiday, with each lamp lit during each night.

If your senior family member is Jewish and/or practices Judaism, a menorah would be a beautiful gift. Menorahs can come in all shapes and sizes, so it is possible to get—or perhaps even craft—one that “fits” your family member to a tee. (This gift can have a powerful emotional significance as well, if your senior has

recently begun practicing Judaism or has been receiving menorahs since they were a child, as [the website Jewish Senior Life points out.](#))

2 – Christmas: A Medical Alert System

[In an article she wrote for Forbes Health](#), contributor Angela Haupt included a quote from healthy aging expert Anthony Cirillo; the quote essentially said that when looking for gifts for seniors, it's best to be practical. So, the first Christmas gift that we'll discuss is a medical alert system—which Haupt also suggested from her article.

Sadly, seniors are at great risk of medical emergencies, whether they are at home or at a retirement community. Having an alert system on their person—such as [the highly recommended Medical Guardian](#)—can be instrumental in helping to prevent said emergencies from becoming worse. (Additionally, Haupt's article has a contribution from Jonathan Marsh, the owner of a Floridian senior care company called [Home Helpers of Bradenton](#). Marsh believes that these alert systems “gives [seniors] independence” in the sense that they are in the ones in control of calling for their own help, and not having to rely on other parties, such as caregivers.)

3 – Hanukkah: A Kosher Gift Basket

Not every Hanukkah gift has to have a significant religious and/or symbolic significance, but care and attention should be present in each one. Therefore, the second and last Hanukkah gift that we'll discuss is one where those two concepts are exercised: a kosher gift basket.

Much like with menorahs, gift baskets can be tailor-made to your senior family member, including a plethora of items such as photos, knick-knacks, miniature board games, et cetera! However, with Hanukkah comes the presence of kosher, which—for those unaware—[is defined by the OU Kosher Certification Service](#) as food made “as fit and proper as pertains to Jewish dietary law.” So, in the process of adding kosher foods to your senior's gift basket, please be mindful of the dietary law, so that you don't accidentally add the incorrect food to it.

4 – Christmas: A Photo Album

Now, while Anthony Cirillo feels that senior gifts should be practical—and they can be—there’s nothing wrong with opting for something more thoughtful. So, the second and last Christmas gift that we’ll discuss is a sentimental one: a photo album.

Photo albums act as “emotional compendiums”: large—or even small—scrapbooks filled with memories that have been collected over the years. Whenever you find an old album that you haven’t seen in a long time, and you find yourself simply skimming through it, don’t you feel the emotions coming back to you? Times with friends and family suddenly flooding your brain? The nostalgia acting as a dopamine boost? Well, imagine being able to provide those same, wondrous feelings to your senior family member!

You can add a whole assortment of photos to the album, ranging from baby pictures to wedding pictures. It would be a pleasant experience for your family member to see all of what they’ve achieved over their lives.

These are just some suggestions that we here at Ivy Marketing have whipped up for you. You can try these, come up with your own—perhaps do both—or even use the gift ideas from the references list down below. Happy gift-hunting!

The details present in this blog article were comprised of information gathered from the sources listed below. I want to give credit where credit is due.

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Great Winter Activities for Seniors

By: Anthony Herring



[Image courtesy of Nataliya Vaitkevich on Pexels](#)

Introduction – Winter Wonderland

Autumn is here in full force: temperatures are lower, the winds are higher, and the leaves are browner! Despite some times in which we've seen some interesting conditions—near-seventy-degree days in November is...odd, to say the least—everything seems to be all autumnal around here.

That being said, winter is just around the corner. When that time comes, expect even *lower* temperatures and the promise of snowfall. Since it'll be much colder by then, it's recommended by many organizations—[such as the National Institute of Aging](#)—that seniors be more mindful of their time spent outdoors, as the lower temperatures could result in hypothermia.

In light of the coming season, we here at Ivy Marketing are here to provide some fun winter activities for seniors to participate in. (Consider this a sequel to [our previous article about fun autumn activities for seniors!](#))

1 – Visits to Christkindlmarket

The first activity that we'll discuss is potential visits to the hugely popular Christkindlmarket, which is a farmer's market held every holiday season.

[According to their official website](#), Christkindlmarket is home to a variety of sights and smells, such as a variety of different foods and festive holiday music! The market has three locations: one in downtown Chicago (at Daley Plaza), another in Wrigleyville (on Chicago's North Side), and the third in Aurora, Illinois. There is no price of admission.

This would be a neat excursion for your senior residents to have, as they'll get to spend time in an exciting environment. You could possibly schedule one or two visits—the market can get quite crowded—at a couple hours at a time. (A couple hours is more than enough time for the residents to have fun, but also just enough that it won't put them at risk for hypothermia.)

2 – Holiday Tree Trimmings

Christmas is nothing without the titular Christmas tree, and the perfect activity to get it ready than a tree trimming.

The [Tree Musketeers website](#) defines a tree trimming as a “get-together with friends and family to decorate a Christmas tree.” It sounds like a great way to get your senior residents in the holiday spirit, and to get them to flex their creative muscles. While you can have community employees provide lights for the tree, seniors can help to create their own ornaments to hang on it. (Perhaps even provide the star as well!)

And, you don’t have to limit this to just the residents. Having a tree trimming would be a great way to involve some of their family members as well. Nothing like a good old family get-together to brighten the day.

3 – Christmas Movie Nights

A prominent aspect of winter is the larger-than-life presence of Christmas, and ‘tis the season for wholesome Christmas films!

Much like with Halloween, there is so many fantastic films to choose from: *Home Alone*. *It’s a Wonderful Life*. *Elf*. *The Polar Express*. (And, depending on who you ask, *The Nightmare Before Christmas*.)

Similar to our recommendation for Halloween movie nights, your retirement community can hold these once or twice a week, inviting family members to join in on the fun. Have some snacks and beverages available—perhaps some gingerbread and egg nog? –and your seniors are bound to make some wonderful memories.

If you’re stumped about which Christmas films to show, [Town and Country magazine has compiled a list](#) that might just help you out.

4 – New Year’s Celebration

The last activity that we’ll discuss revolves around the ‘ol “out with the old, and in with the new”—the New Year!

New Year’s festivities are always exciting, as everyone looks to the New Year with a sense of hope and optimism; things may or may not have gone their way this year, but the New Year is a clean slate. A chance to have a new beginning.

A New Year’s gathering at your community will be a fun opportunity for senior residents to celebrate this time with invited family members. There can be televisions set up so that the residents and their families can watch the local New Year’s Eve countdowns (like [Countdown Chicago](#)), along with snacks and beverages—non-alcoholic of course—available. Additionally, rather than having sparklers and/or fireworks on the grounds, it would be fun to have an arts-and-crafts station in which seniors and their grandkids could make homemade fireworks. What better way to ring in the New Year!

These are just four examples of activities that we at Ivy Marketing are offering as suggestions for you. Feel free to do any of these or do some of your or own—or even try both options!

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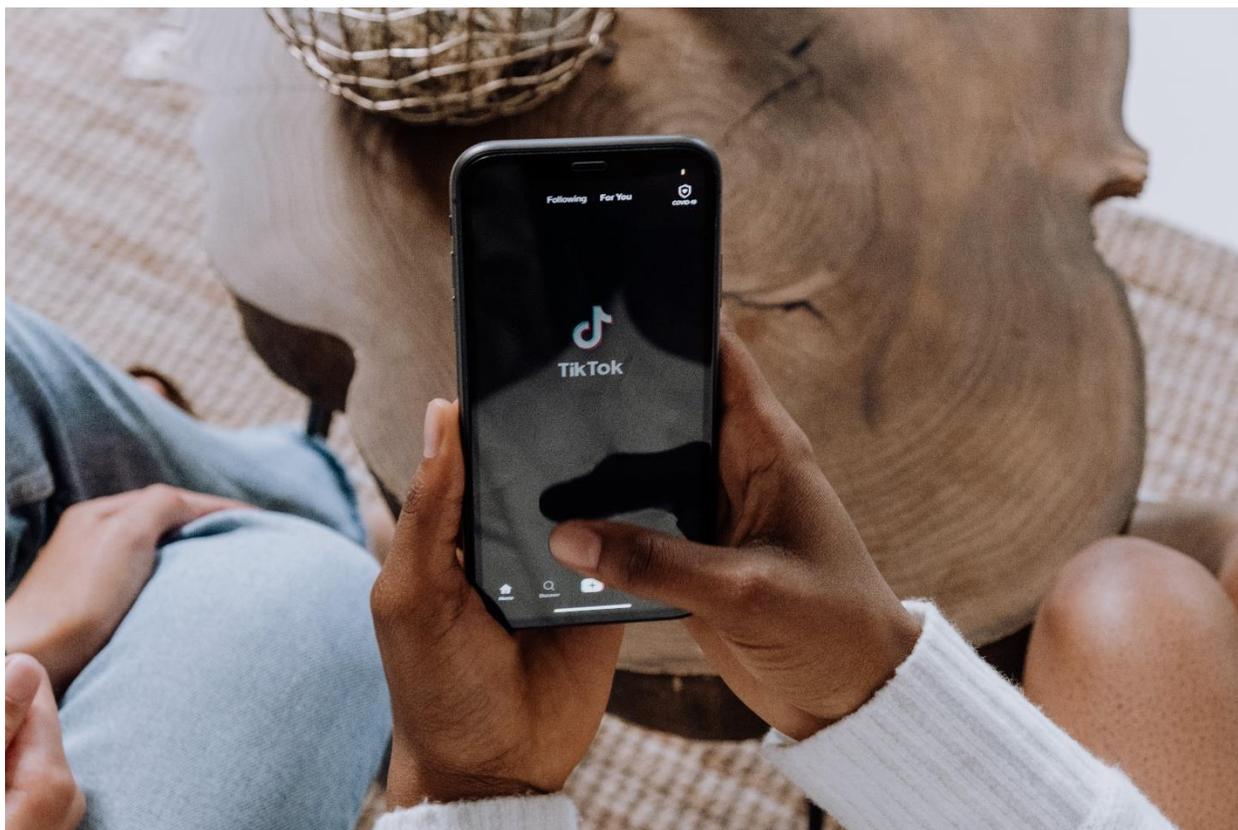
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Should You or Should You Not Use TikTok?

By: Anthony Herring



[Image courtesy of Cottonbro Studio on Pexels](#)

Introduction – Taking the World by Storm

No matter what generation that you're a part of, whether that be Gen Z, millennials, or even baby boomers, you've no doubt heard of the social media app known as TikTok. The app has truly become a worldwide phenomenon over the past few years, especially here in the United States. Trends, challenges, and fads have found a new home on the platform.

With TikTok having made a name for itself and now able to compete with the likes of Facebook / Meta, Twitter / X, Snapchat, etc., it comes as no surprise that companies have begun to look at the app to initiate marketing campaigns. However, since we here at Ivy Marketing—along with our clients—are a part of the senior living industry, we are in a bit of a kerfuffle: our base is comprised of senior citizens, who aren't as technologically literate as younger generations.

Unsurprisingly, these younger generations are the central base for TikTok, so it's easy for companies to market themselves to these users. That leads us to the central topic for this article: should senior living communities even bother with using the app for marketing?

Well...let's explore that answer together.

1 – The History

Before getting into the deeper topics regarding TikTok, we need to discuss the general history behind the app.

In its early days, the app wasn't actually named "TikTok" at all: instead, it was known as "Musical.ly." [As Werner Geyser for Influencer Marketing Hub discusses](#), Musical.ly was a video sharing app that became popular with users who wanted to lip-sync to their favorite songs. It was eventually given its titular—and now iconic—rebranding in 2018 when it was bought by the Chinese technology company [ByteDance](#). TikTok would maintain its "lip-syncing content" roots while also expanding to a plethora of other genres, such as education, politics, and entertainment.

In the five-and-a-half years since the rebrand, TikTok has taken the world by storm, growing in immense popularity. Needless to say, it is rather difficult to not see TikTok in your life on some level. [According to authors AJ Willingham, Leah Asmelash, and Scottie Andrew of CNN](#), the app has had a huge impact on our collective culture, especially here in the United States. For starters, they mention how the app has essentially accelerated the process of becoming famous. They talk about how the most normal people can become overnight sensations simply for doing things that appeal to the TikTok algorithm, using notable examples [such as the “Corn Kid” \(whose real name is Tariq\)](#). They also discuss how it has changed the way companies market themselves and their products, using the “BookTok” phenomenon as an example. (The authors place a special emphasis on companies hitting a “marketing jackpot” if their TikTok endeavor is successful.)

One last thing to discuss before we move onto the next section is TikTok’s general demographics. As mentioned in the introduction, the app is primarily aimed towards younger users, and [the website Oberlo has an extensive breakdown](#) supporting this. According to the site, 68.3% of all TikTok users fall within the 18 – 34 age bracket, which Oberlo notes to be over 700 million users worldwide. (Yes, you read that correctly. *700 million users*.) Regarding older users—those ages 55 and older—only a measly 6.4% are on the app, which Oberlo estimates to be less than 100 million users.

2 – The Controversy

Much like every social media app, TikTok is no stranger to controversy. In March 2023, a Congressional hearing was held to question TikTok CEO Shou Zi Chew about the legitimacy of the app and what transpires regarding its data collection (there are fears that said collection could be violating privacy practices).

The media coverage was extensive, with many media outlets reporting on Chew’s answers during the hearing. One outlet was *The Guardian*, [where writers Kari Paul and Johana Bhuiyan noted several key takeaways](#) from the hearing. The pair highlight how the biggest thing of note was that many politicians were weary of TikTok’s ownership by ByteDance, and how that company might have connections to the Chinese Communist party. (For those unaware, the United States and China

have had tense relations for years, and this is one of its many symptoms.) Paul and Bhuiyan also emphasized how Chew was questioned on the possible dangers that younger users face on the app, since they can be exposed to content that heavily influence them such as what they referred to as “eating disorder content,” “drug-using content,” etc.

CNN also was one of the outlets that discussed the hearing, [with writer Brian Fung giving his thoughts on the subject](#). His two central thoughts center around what he calls “intelligence opportunities” and “pressure exertion.” Fung describes the intelligence opportunities as hypotheticals for Chinese intelligence communities to potentially spot “future blackmail victims” and “future intelligence spies.” With the “pressure exertion,” Fung states that this can take the form of Chinese propaganda taking hold on the app, but only in the hypothetical event that Beijing—the Chinese capital—were to get their hands on the app’s user data.

3 – The Answer

With all said and done, let’s go back to the question posed in the introduction: should senior living communities even bother using TikTok for marketing?

Well, our answer is...maybe.

Let’s first start with why communities *shouldn’t* use it. For starters, as we saw from Oberlo’s statistics, TikTok is a haven for younger demographics, as they are the overwhelming majority of the app’s userbase. As a result, it is far easier for companies—particularly those who tailor to said demographics—to market themselves on TikTok. Since residents of senior living communities are typically those 65 and older, it will be very challenging for communities’ marketing departments to attempt to catch the eye of potential residents. (However, since there are a good number of older users on TikTok, there is a chance—however small—to reach them.)

Another reason that communities shouldn’t use TikTok is that the content algorithm is just designed to go far too quickly. Seniors are already at a disadvantage when it comes to technology when compared to their younger

counterparts, so if a senior living community were to use TikTok, they'd have to figure out a viable way to make their marketing content accessible to seniors.

On that note, it's time to discuss why communities *should* TikTok. And with that, we turn to both [the writing team at House of Marketers](#) and [Nicole Kitchens of Markentum](#). These groups have some solid tips to provide marketers on how to effectively communicate themselves to seniors.

The House of Marketers team aimed for a “what you should you do” approach for their tips, suggesting that marketers attempt to do things like using older influencers—those in their 50s and 60s—and not talk down to seniors in their content. Tips like these are effective, as using older influencers can add a feeling a relatability, with the age gap being close to those of the potential residents, and talking to them as they are equals will not make them feel ignorant of technological trends.

With Nicole Kitchens, she aimed for a “how you should it” approach for her tips, suggesting that marketers can create content that can range from “resident interviews” to educational videos that can help inform the public about what really goes on within senior living communities. Kitchens' tips are also beneficial in the fact that they help to sell the authenticity of these communities, and really aid in making potential residents see the value in living in one. (Kitchens' also notes how content like this can “disrupt stigmas” around communities, which marketing can play a big role in stopping.)

4 – Conclusion

Overall, TikTok is a definite “maybe” from us here at Ivy Marketing in regarding to using it to market your senior living community. Yes, there are ways to use to create content, but there are substantial barriers that you'll need to be mindful of when doing so. Whatever you choose to do, we wish you the best of luck.

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Should You Use Instagram for Leads?

By: Anthony Herring



[Image courtesy of Omkar Patyane on Pexels](#)

Introduction – The Use of Social Media in Marketing

With the age of technology has come the growth of social media, and with that comes its use in marketing. There's never been a more influential tool in the marketing industry like it: you can connect with potential customers over the Internet, you can help communicate a unique voice, you can share personal stories from past customers, etc. (They can even be used to help “attract leads”, which essentially means “attracting people to your company’s home website.”)

And what makes this better is the plethora of apps that you can use: Facebook / Meta, Snapchat, TikTok, Reddit, LinkedIn, etc. For the focus of this article, however, is one that has an interesting appeal: Instagram. Unlike the others listed, Instagram has a particular focus on *visuals*, which can easily catch users’ attention.

Instagram is more geared towards younger users—similar to apps like Snapchat and TikTok—so you’d think that a company like a senior living community shouldn’t use it. However, we here at Ivy Marketing think otherwise. Sure, younger people love Instagram, but there are instances where older people use it for various purposes, like marketing! (Think of celebrities Bryan Cranston and Aaron Paul, who use the app to market their mezcal brand, Dos Hombres.)

In essence, one question is at the heart what we hope to discuss: should Instagram be used to attract leads? Our answer: yes, it should, and we’ll explain to you why.

1 – What is Instagram?

Let’s start off by giving the general background of the social media app.

[According to writers Brian Holak and Emily McLaughlin of TechTarget](#), Instagram was created by computer programmer [Kevin Systrom](#) and software engineer [Mike Krieger](#) in 2010. Their goal was to create an intuitive photo-sharing app, and they would give it the name “Instagram,” which Holak and McLaughlin note as being “an amalgamation of ‘instant camera’ and ‘telegram.’” Instagram would become

an overnight success, gaining so much popularity to the point that Facebook would buy it in 2012.

The two authors also discuss how the app went through several controversies since its inception, such as one in 2013 where censorship rules were deemed to have been targeting women's bodies and another in 2016 where user photos were ordered by algorithm instead of chronologically.

Moving forward, demographics are a huge aspect of every social media app, with Instagram being no different. Unsurprisingly, Instagram's central user base is geared towards younger demos, with [the website Oberlo providing the statistics to show it](#). According to them, the largest spread of users is within the 18 – 24 age range at 31.6%, with the second largest being the 25 – 34 age range at 29.5%. Regarding older demos—which Oberlo describes as “45 and older”—the site suggest that you opt for a different site for marketing as they say that there is a “relatively low percentage of users in this category.”

2 – How is Instagram Used for Marketing?

Since Instagram's identity is geared more towards visuals, it lends itself very well towards marketing—its tools and overall app layout being effective representations of this.

[Writer Gauruv Sharma of the website Social Pilot](#) discusses the benefits of marketing on the app, even touching upon Instagram's “engaging visuals” and how it can help communicate with potential customers! One benefit that stands out is Sharma's note that Instagram has a “stories” feature, which allows companies to highlight “authentic” stories about customers, events, etc., to other users. He also talks about how the app is one of the best in regards to generating leads for companies, citing a statistic from the site [Bloglovin](#) in which social media influencers support that claim.

[Rachel Sprung, a writer for the website the Social Media Examiner](#), also talks about benefits of Instagram marketing. However, her discussion revolves around how marketers can use the app for marketing and not the general aspects like what Sharma explained. In particular, she suggests that marketers use the app to

focus on customers—such as using their pictures and having them give testimonials—along with highlighting events by using a similar strategy (like using an image of the event space or creating a graphic that illustrates the event in a creative way).

3 – What is Ivy Marketing’s Advice?

As mentioned back in the introduction, we feel that Instagram could be used to attract leads to your home website—but your marketing methods might have to be strategic.

What do we mean by that exactly? Well, recall what Oberlo said about users above 45: there are a “relatively low percentage of users in this category” so it’s suggested to use a different site. While that is a rather sound suggestion, we have one of our own: use Instagram’s tools to your advantage by using senior residents as the subject matter, and then specifically market the action of getting residents to your community to their family members (primarily their children and/or grandchildren).

Let’s use a hypothetical to help illustrate this. There is a senior living community named Harold Housing (often called “HH” by its founder, Dylan Harold) in Glen Ellyn, Illinois (please note that this is a fictional community). HH’s website has a tab with testimonials from residents and their family members, and Harold wants to focus on how the family members were able to get their senior into HH. (He believes that by marketing this specifically on social media, then it will drive more traffic to the community’s website.)

He and his marketing team go through the various social media platforms, and settle on Instagram due to its strong visual focus. They get to work, creating a community profile, and decide on using the senior testimonials as posts. (They also create specialized graphics that highlight both the senior resident and the family member that convince them to “join the HH family,” which accompany the testimonials. To go even further, they include links to the testimonial, which a user can copy and paste into their address bar and go to HH’s website.)

Whenever they post a testimonial, they also make use of Instagram's stories feature by directly posting it to their account's story tab (along with including a direct link to the testimonial on the website). Not only will users see these stories from the account, but the link also provides another avenue for them to get to the website.

However, HH doesn't stop there: using the testimonials is a good start, but Harold feels that haven't yet focused on the family member's role enough. So, HH begins to...shall we say, "post and host" different types of content. They start creating posts that detail how family members—particularly adult children and older grandchildren—can look for signs that their senior family members might need to relocate to a living community. They start posting "fun facts" about senior living communities, detailing the benefits of having seniors live there. They even start hosting events at the community to allow family members and their seniors to tour the facility and get a sense of the place.

All the while, HH provides links to their home website so that users can look into this content in greater detail (the Instagram posts themselves are a bit more concise so as to not make them overwhelming to read).

4 – Conclusion

This method has proven fruitful for Harold Housing, and it can prove fruitful to your community too! Now, of course, you don't necessarily need to do the exact things in the example provided, but we believe that it will provide a good foundation for you should you choose to use it. Happy marketing!

The details present in this blog article were comprised of information gathered from the sources listed below. I want to give credit where credit is due.

References

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Links to Published Articles

1. [How A.I. Can Improve the Lives of Seniors in Retirement Communities – Part One](#)
2. [How A.I. Can Improve the Lives of Seniors in Retirement Communities – Part Two](#)
3. [How to Effectively Communicate Your Message to Baby Boomers – Part One](#)
4. [How to Effectively Communicate Your Message to Baby Boomers – Part Two](#)
5. [Great Autumn Activities for Seniors](#)
6. [Thoughtful Holiday Gifts for Seniors](#)