



WHERE YOU LIVE MATTERS Q3 COMMITTEE UPDATE

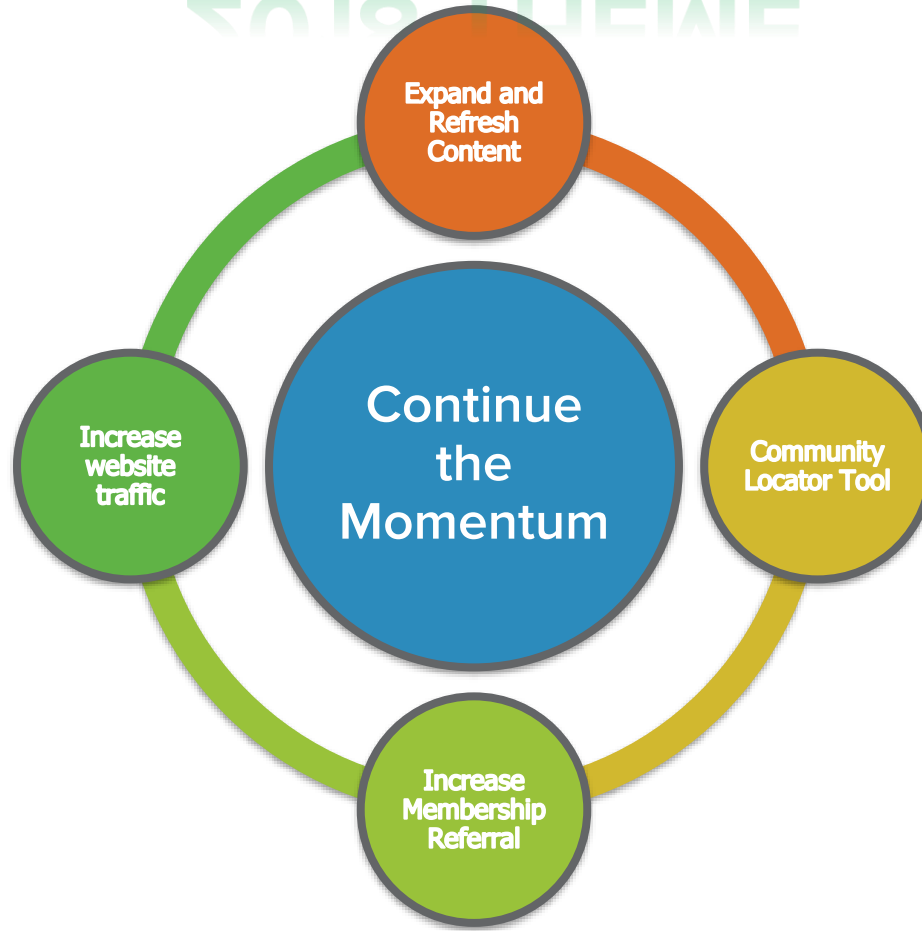
October 2018

GLYNNDEVINS 

Q3 PROGRAM HIGHLIGHTS

- 2018 - Continue the Momentum
- Home page and Toolkit Updates
- New Website Content
- Ageless Advice Column Update
- Community Locator Tool
- Facebook Performance
- Monthly Ambassador Email Series

2018 THEME

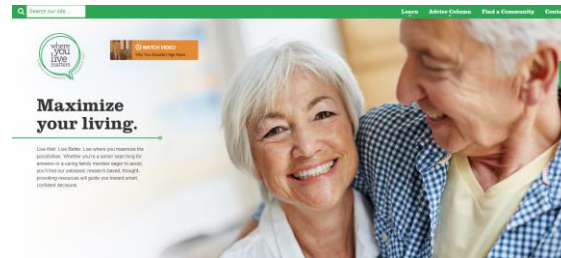


GOAL #1: EXPAND AND ENHANCE CONTENT ON THE WEBSITE

- Created 6 new blogs for the Ageless Advice column
- Developed 5 new editorials and an infographic
- Completed Q3 SEO audit, monitoring and ongoing maintenance
- Updated home page to include a scroll feature, description and links to content

Q3 HOME PAGE UPDATES

- Home page:
 - New background information about the program
 - Showcases key content on the site
 - Scroll feature



What is senior living like? Why more to it than health care? H

These are the kinds of questions understanding of your senior living you to make a decision that's just

So whether you want to know how senior living community, you'll find one here.

Find a Community

Are you a family member caring and practical ways you can make

Explore Our Categories

CHOOSE WELL TO LIVE WELL

Wellness is more than just good health. Learn how lifestyle choices impact seniors' well-being and longevity.

[Explore Now »](#)

COMPARE THE LIFESTYLE OPTIONS

From independent living to a full continuum of care, explore how senior living communities fit your lifestyle.

[Explore Now »](#)

LEARN ABOUT LIFE AT A SENIOR LIVING COMMUNITY

What's it really like? You may be surprised at how much today's seniors have to offer every day.

MAKE A FAMILY DECISION

Tools and information to help seniors, adult children and family members understand and discuss their options.

[Explore Now »](#)

LIVE WELL, LONGER

for your future. Find tips, lists and make a smart plan now.

PREPARE AND MANAGE YOUR FINANCES

Senior living may be more affordable than you think. Learn about costs, contracts, tax benefits and financing.

[Explore Now »](#)

FROM OUR BLOG

HELPING PARENTS STAY CONNECTED IMPROVES THEIR HAPPINESS AND HEALTH

According to an AARP study, over 42.6 million Americans 45 and older are suffering from chronic loneliness.

[View Post »](#)

WHEN A LOVED ONE DOESN'T WANT HELP

Seventy-seven percent of adult children say their aging parents are stubborn when it comes to managing their daily lives.

[View Post »](#)

Q3 NEW WEBSITE CONTENT – UPDATE

■ New content:

- Do you really want your kids to take care of you?
- What is Independent Senior Living?
- Independent Living Checklist
- Is Depression a Normal Part of Aging?
- Understanding Skilled Nursing Care



Compare the lifestyle options.

There are more good senior housing options now than ever before, and all of them have their strengths. To help you compare your choices, here's information on the wide variety of available lifestyles.

Understanding Skilled Nursing Care

Independent Living Visit Checklist

Print a checklist for each independent living community you visit, so you can compare facts and impressions.

Name of Community: _____

Date of Visit: _____

Location:

- ☐ Community is conveniently located for family and friends to visit
- ☐ Surrounding neighborhood is safe
- ☐ Shopping and entertainment centers are nearby
- ☐ Medical facilities and personal physician are nearby

Hospitality:

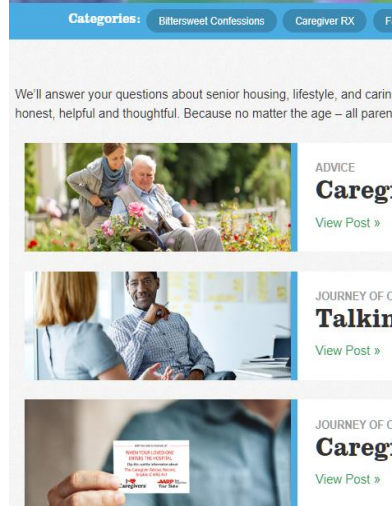
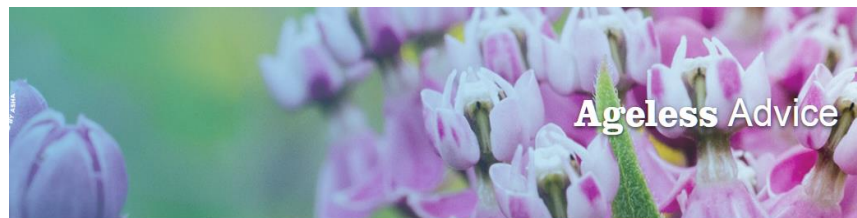
- ☐ Visitors are greeted promptly and warmly
- ☐ Staff members smile and offer courteous greetings
- ☐ Staff members address residents by name and show respectful familiarity
- ☐ Residents are friendly and welcoming
- ☐ You feel safe, unpressured and comfortable
- ☐ All your questions are given diligent attention

Dining:

- ☐ Spiritual support and/or religious services are offered
- ☐ Entertainment and cultural events are offered
- ☐ There are multiple activities and opportunities that appeal to you
- ☐ Dining venues look and smell inviting
- ☐ Tables, chairs and linens are clean and in good condition
- ☐ Residents may invite guests for meals
- ☐ Resident committee works with dining services staff on menu planning
- ☐ The community accommodates special diets
- ☐ Dietician or nutritionist is involved in meal planning
- ☐ There are multiple dining venues
- ☐ You have sampled several meals

AGELESS ADVICE COLUMN - NEW BLOG POSTS

- Since launch, there are 180+ subscribers to the Ageless Advice column through June 30, 2018.
- Five new blog posts have been added to the website in Q3:
 - Is It More Than Just Forgetfulness?
 - 4 Summer Health Tips for Your Aging Parents
 - Caregiving Rights
 - Talking to Your Employer About Caregiving
 - Caregiving Burnout Quiz
- Fill out the form to receive biweekly emails of the latest post.



Do You Have Caregiver Burnout?

Take this quiz to see if you're suffering from caregiver burnout and learn what you can do about it.

		YES	NO
MENTAL	During the past few weeks I have ...		
	• Had trouble concentrating.	<input type="radio"/>	<input type="radio"/>
	• Had problems making decisions.	<input type="radio"/>	<input type="radio"/>
	• Felt completely overwhelmed.	<input type="radio"/>	<input type="radio"/>
	• Worried that I'm not doing enough for my loved one.	<input type="radio"/>	<input type="radio"/>
PHYSICAL	During the past few weeks I have ...		
	• Had sleep disturbed because of caregiving.	<input type="radio"/>	<input type="radio"/>
	• Been either overeating or have no appetite.	<input type="radio"/>	<input type="radio"/>
	• Felt ill (headaches, stomach problems, back pain, common cold).	<input type="radio"/>	<input type="radio"/>
	• Felt weary or tired.	<input type="radio"/>	<input type="radio"/>
EMOTIONAL	During the past few weeks I have ...		
	• Been edgy or irritable.	<input type="radio"/>	<input type="radio"/>
	• Felt lonely and/or isolated.	<input type="radio"/>	<input type="radio"/>
	• Had one or more crying spells.	<input type="radio"/>	<input type="radio"/>
	• Felt angry or resentful around my loved one.	<input type="radio"/>	<input type="radio"/>
RELATIONAL	During the past few weeks I have ...		
	• Been upset my loved one has changed so much from their former self.	<input type="radio"/>	<input type="radio"/>
	• Felt I couldn't leave my loved one alone.	<input type="radio"/>	<input type="radio"/>
	• Felt unsupported by my family.	<input type="radio"/>	<input type="radio"/>
	• Found my loved one's living situation inconvenient or a barrier to care.	<input type="radio"/>	<input type="radio"/>

ADVICE COLUMN ADDITIONS - UPDATE

- Visit the Ageless Advice column by [clicking here](#).



The screenshot shows the header of the 'Ageless Advice' blog. The header features a background image of purple flowers. On the left is the 'where you live matters' logo, which includes the text 'A SENIOR LIVING RESOURCE' and 'POWERED BY ASHA'. The title 'Ageless Advice' is prominently displayed in the center. Below the title is a blue navigation bar with the following categories: Bittersweet Confessions, Caregiver RX, Family Decisions, Journey of Caregiver, and a 'View All' button. To the right of the navigation bar is a 'TEXT' button with a plus icon. Below the header is a 'Sign Up For Our Blog' section with input fields for 'First Name*', 'Last Name*', and 'Email*'. Below these fields is a text area with the prompt 'Have a question or comment for consideration as a blog topic?'. To the right of the sign-up section is a paragraph of text: 'We'll answer your questions about senior housing, lifestyle, and caring for a loved one honestly and candidly, with advice that's ageless. Advice for yourself, a parent or loved one. Advice that is honest, helpful and thoughtful. Because no matter the age – all parents, caregivers and seniors matter.' Below this text are two featured blog posts. The first post is titled 'JOURNEY OF CAREGIVER Which Type of Caregiver Are You?' and includes a 'View Post »' link. The second post is titled 'CAREGIVER RX Top 10 Caregiver Apps in 2018' and also includes a 'View Post »' link. Each post has a small image of people interacting.

where you live matters
A SENIOR LIVING RESOURCE
POWERED BY ASHA

Ageless Advice

Categories: Bittersweet Confessions Caregiver RX Family Decisions Journey of Caregiver [View All](#)

Sign Up For Our Blog

First Name*

Last Name*

Email*

Have a question or comment for consideration as a blog topic?

We'll answer your questions about senior housing, lifestyle, and caring for a loved one honestly and candidly, with advice that's ageless. Advice for yourself, a parent or loved one. Advice that is honest, helpful and thoughtful. Because no matter the age – all parents, caregivers and seniors matter.

JOURNEY OF CAREGIVER
Which Type of Caregiver Are You?
[View Post »](#)

CAREGIVER RX
Top 10 Caregiver Apps in 2018
[View Post »](#)

NEW COMMUNITY LOCATOR TOOL - LIVE

- The new interactive **Community Locator Tool** is live on Where You Live Matters website.
- Search results will display ASHA member communities in U.S. and Canada by level of care(s), address, state and ZIP, up to a 100-mile radius.
- Launched on April 2, 2018
- All ASHA members are eligible to upload their community to the website.

Search our site ...

Learn Advice Column **Find a Community** Contact

where you live matters

Find a Senior Living Community

Search

State/province or ZIP/postal code are required. Narrow your search by selecting other fields.

Community Name

Name

Terms of care

Type of Community

State/Province

State/Province

ZIP

Enter ZIP Code

Mile Radius

Select Distance

FIND A COMMUNITY >

FIND A RETIREMENT COMMUNITY NEAR YOU

Search for senior living near you or a loved one in the U.S. or Canada. Search by state/province, or ZIP/postal code. Or choose a location on the map.

Note: Some communities are too close together to display as individual pins. The numbers inside the map pins represent how many communities are in that area. Select the number to zoom in.

Map Satellite

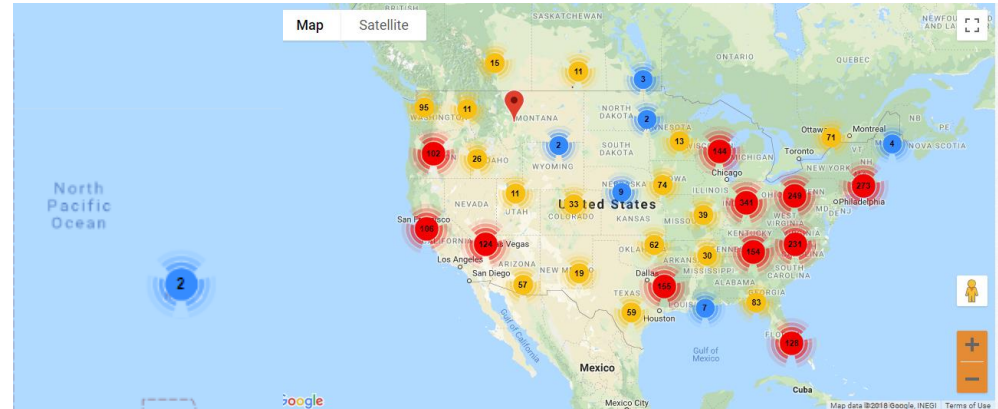
Google

Map data ©2018 Google, INEGI Terms of Use

BACK TO TOP

NEW COMMUNITY LOCATOR TOOL PERFORMANCE

- Communities on tool: **2,661**
 - In Q2, there were 1,431 communities live on the tool (4/1/2018-6/30/18)
- Total pageviews: **3,717**
 - Q2 pageviews: 1,936
- Total searches: **13,295**
 - Q2 total searches: 5,940
- Total clicks to “Visit Community Website”: **1,030** (6/10/18-9/30/2018)
 - Q2 total clicks: 260
- Average time on page: **6:14**
 - Q2 average time: 5:12



Click [here](#) to learn how to add your community(s)

GOAL #2: INCREASE WEBSITE TRAFFIC

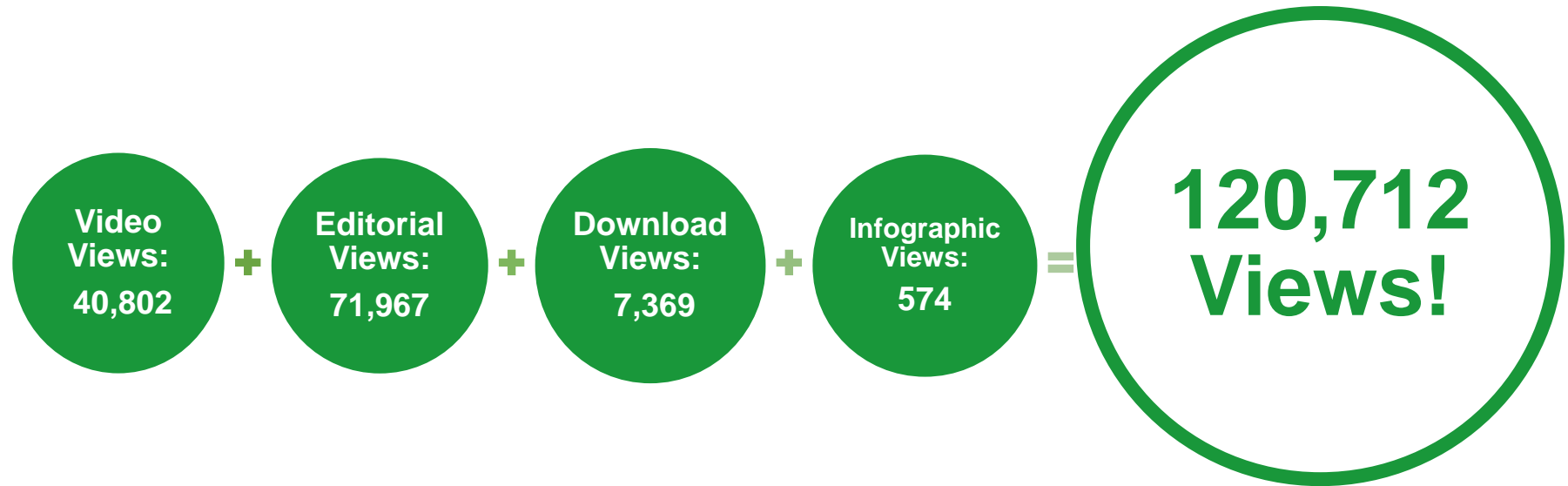
All 2017 Website Sessions: 106,248

2018 Q3 Website Sessions: 50,025

2018 Year-to-Date Website Sessions: 144,989*

Q3 2018 data reported through September 30, 2018*

WEBSITE CONTENT UNIQUE ENGAGEMENT





Data reported from launch through September 30, 2018

PAID SOCIAL – FACEBOOK


- In Q3, paid social has produced 64% or **31,938 of all website sessions**.
 - Since launching in March 2017, there's a total of 174,691 website visits attributed to paid social.
- The campaign has resulted in 99 new Facebook page likes in Q3.
 - 41 seniors and 58 Adult Child Influencer's "Liked" the page.
- 465,762 Facebook users have been reached.
 - 246,902 users = Seniors
 - 218,860 users = Adult Children
- There also have been 907 ad reactions, 491 shares, and 1,416 full video views.
- The average conversion rate: 6.9% (benchmark 7.9%).
 - 7.1% rate: Seniors
 - 6.6% rate: Adult Children

Data reported from July 1, 2018 – September 30, 2018




PAID SOCIAL ADS – SENIOR & ADULT CHILD TARGET




 **Where You Live Matters**
Sponsored ·  ...

Read our advice column. We'll answer your questions about senior housing, lifestyle, and caring for a loved one honestly and candidly, with advice that's ageless.





Is It More Than Just... [Learn More](#) **How to M House Si**


   56 2 Comments 16 Shares

 Like  Comment  Share


15% conversion
rate, 16 shares
and 2 comments




 **Where You Live Matters**
Sponsored ·  ...

We'll answer your questions about senior housing, lifestyle, and caring for a loved one honestly and candidly, with advice that's ageless.





www.wherelivematters.org
Read Our Most Recent Blog Post [LEARN MORE](#)


 9 2 Comments 3 Shares

 Like  Comment  Share




6% conversion
rate, 3 shares and
2 comments




 **Where You Live Matters**
Sponsored ·  ...

How do you start to navigate the maze of senior living options? We have unbiased insight for you here.



www.wherelivematters.org
Research Proves the Importance of Where... [WATCH MORE](#)

   387 54 Comments 259 Shares

 Like  Comment  Share

7% conversion
rate and 1 share

OWNED SOCIAL TO DRIVE WEBSITE TRAFFIC

■ Main Insights

- Total audience size increased by 0.5%
- Total number of posts increased 21.4%
- Total impressions increased by 1.9%
 - Total organic impressions increased by 16.6%
- Total video views increased by 31.8%
- Total link clicks increased by 7.2%
- Average duration on site increased by 49% (1:38)
- Average pages per sessions increased by 6% (1.50)

Overall, Facebook audience increased by 75% (January 1, 2018 – September 30, 2018), compared to 2017, and resulted in higher level of engagement among users.

- 89% of the audience is female.
- 11% of the audience is male.

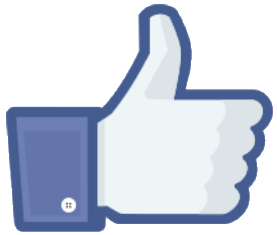
Page Fan Age

- 46% of Facebook fans are 65+, followed by ages 55-64 with 41% and ages 45-54 at 11%.

OWNED SOCIAL TO DRIVE WEBSITE TRAFFIC

- In 2017, WYLM had 11,784 page likes, with an average engagement rate of 3.6-3.9%.
 - Industry benchmark: Average engagement rate for a Facebook page with over 10,000 page likes is 0.29%.
- Total Facebook page Likes as of September 30, 2018: 15,407
 - Q3 generated 106 additional page likes.
 - 0.5% “Like” increase in Q3.
- According to Facebook, over 35,570 WYLM website visits came from owned social in 2018.
 - 9,695 sessions generated in Q3 by owned social

FACEBOOK ENGAGEMENT



754k+ Impressions

7.2% Engagement Rate

840+ Post Shares

1,981k+ Post Likes

15.4K+ Facebook Page Likes

7.2k+ Facebook Full Video Views

Data reported from July 1, 2018 – September 30, 2018

FACEBOOK: SUCCESSFUL POSTS



Where You Live Matters
Published by Gee Dee [?] · September 14 at 8:27 AM · 🌐

How much are you or your loved one spending by living at home? Use our free downloadable worksheet to get a clear picture of your monthly expenses at <https://bit.ly/2LIXji0>



Performance for Your Post

1,297 People Reached

149 Reactions, Comments & Shares

128 Like	126 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
3 Comments	1 On Post	2 On Shares
17 Shares	17 On Post	0 On Shares

53 Post Clicks

13 Photo Views	14 Link Clicks	26 Other Clicks
----------------	----------------	-----------------

1,297 People Reached



Where You Live Matters: Age in Community...
There's a mind-body connection between aging at home versus aging in a community.

2:07 · Uploaded on 09/15/2018 · View Permalink

Performance for Your Post

🕒 Minutes Viewed

863

📺 3-Second Video Views

2,784

📺 10-Second Video Views


985

📺 Average Video Watch Time

0:09


📊 Audience Retention

👤 Audience and Engagement



Where You Live Matters
Published by Gee Dee [?] · August 20 · 🌐

When you start your research into which retirement community is right for you, your lifestyle and your needs, it can become overwhelming. Use our free tool to sift through communities to find your perfect match.



Performance for Your Post

1,341 People Reached

116 Reactions, Comments & Shares

109 Like	108 On Post	1 On Shares
3 Love	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
3 Shares	3 On Post	0 On Shares

Performance for Your Post

1,526 People Reached

108 Reactions, Comments & Shares

71 Like	38 On Post	33 On Shares
11 Love	5 On Post	6 On Shares
5 Comments	0 On Post	5 On Shares
22 Shares	20 On Post	2 On Shares

52 Post Clicks

21 Photo Views	0 Link Clicks	31 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK


0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts



Happy Grandparents Day!

happy grandparents day

WISHING YOU AND YOURS A WONDERFUL DAY
FROM ALL OF US AT WHERE YOU LIVE MATTERS

✅ **Get More Likes, Comments and Shares**
Boost this post for \$50 to reach up to 7,900 people.

1,526 People Reached	108 Engagements	52 Clicks
----------------------	-----------------	-----------

👍👍👍 43

20 Shares

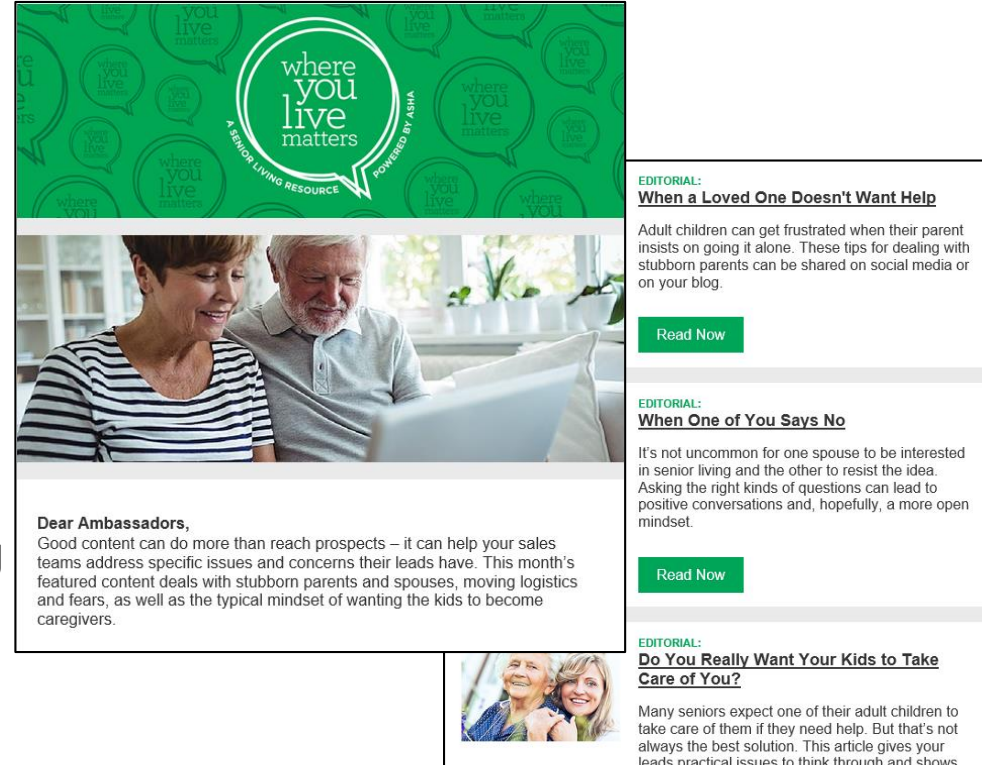
Boost Post

GOAL #3: INCREASE ASHA MEMBER REFERRALS BY 15%

- Increase awareness of the toolkit, and encourage use by ASHA member communities by:
 - Creating monthly emails to ambassadors highlighting new content
 - Developing bimonthly ASHA emails/printed newsletter to membership
 - Presenting to ASHA board at the Mid-Year Board Meeting
 - Continuing to add successful case studies
 - Adding new employee orientation tools to online toolkit
- Why? Site sessions that come from ASHA referrals continue to have a lower bounce rate, last more than a minute longer than those of non-members, and have more pages viewed per session.

MONTHLY AMBASSADOR EMAIL SERIES

- 3 emails deployed in Q3
 - Average click rate increased by 1%
 - Average email open rate increased by 1%
- Topics covered:
 - Marketing Memory Care
 - 22.7% open rate
 - 7 Tools for Your Sales Team
 - 25.4% open rate
 - 6 Tools for Evaluating Senior Living Options
 - 21.6% open rate



where you live matters
A SENIOR LIVING RESOURCE POWERED BY ASHA

Dear Ambassadors,
Good content can do more than reach prospects – it can help your sales teams address specific issues and concerns their leads have. This month's featured content deals with stubborn parents and spouses, moving logistics and fears, as well as the typical mindset of wanting the kids to become caregivers.

EDITORIAL:
When a Loved One Doesn't Want Help
Adult children can get frustrated when their parent insists on going it alone. These tips for dealing with stubborn parents can be shared on social media or on your blog.
[Read Now](#)

EDITORIAL:
When One of You Says No
It's not uncommon for one spouse to be interested in senior living and the other to resist the idea. Asking the right kinds of questions can lead to positive conversations and, hopefully, a more open mindset.
[Read Now](#)

EDITORIAL:
Do You Really Want Your Kids to Take Care of You?
Many seniors expect one of their adult children to take care of them if they need help. But that's not always the best solution. This article gives your leads practical issues to think through and shows
[Read Now](#)

WYLM AMBASSADOR COUNT

- 2018 Year-to-Date Ambassadors: 237 Ambassadors
- We're looking to committee members to encourage staff at all communities to sign up as WYLM ambassadors. Anyone can be an ambassador by signing up on the toolkit: JoinWYLM.org.

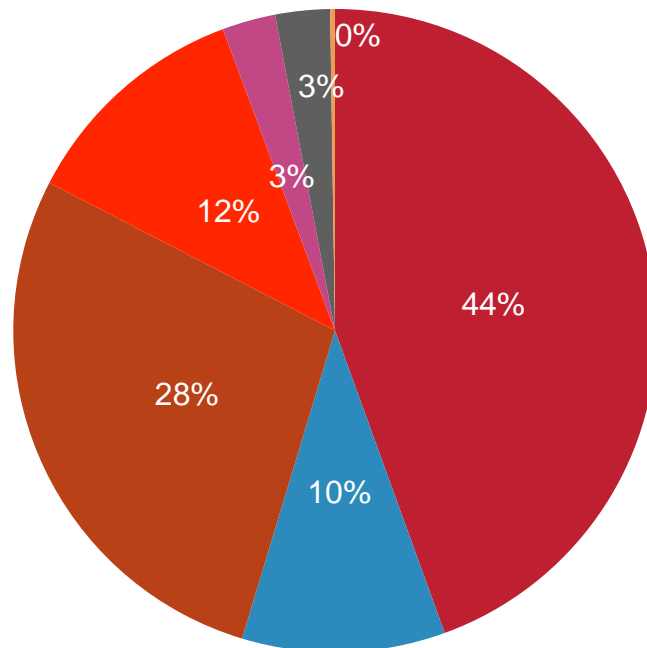
SPREAD THE WORD

- Encourage members at your organization to sign up as ambassadors.
- Explore resources on the [Tool Kit](#).
- Use the program in your sales process.
- Encourage the use and sharing of WYLM content.
 - **Example:** Write an article with a summary of what your audience might find useful about our site/article and then include a link to the article. Ideally, the link would be a hyperlink on a piece of text that says, [“Where You Live Matters, a senior living resource.”](#)
- Add the WYLM to your community site.
- Link to WYLM in community blog posts on your website.
- Link the Facebook page, and share content with your friends, family, colleagues and prospects.

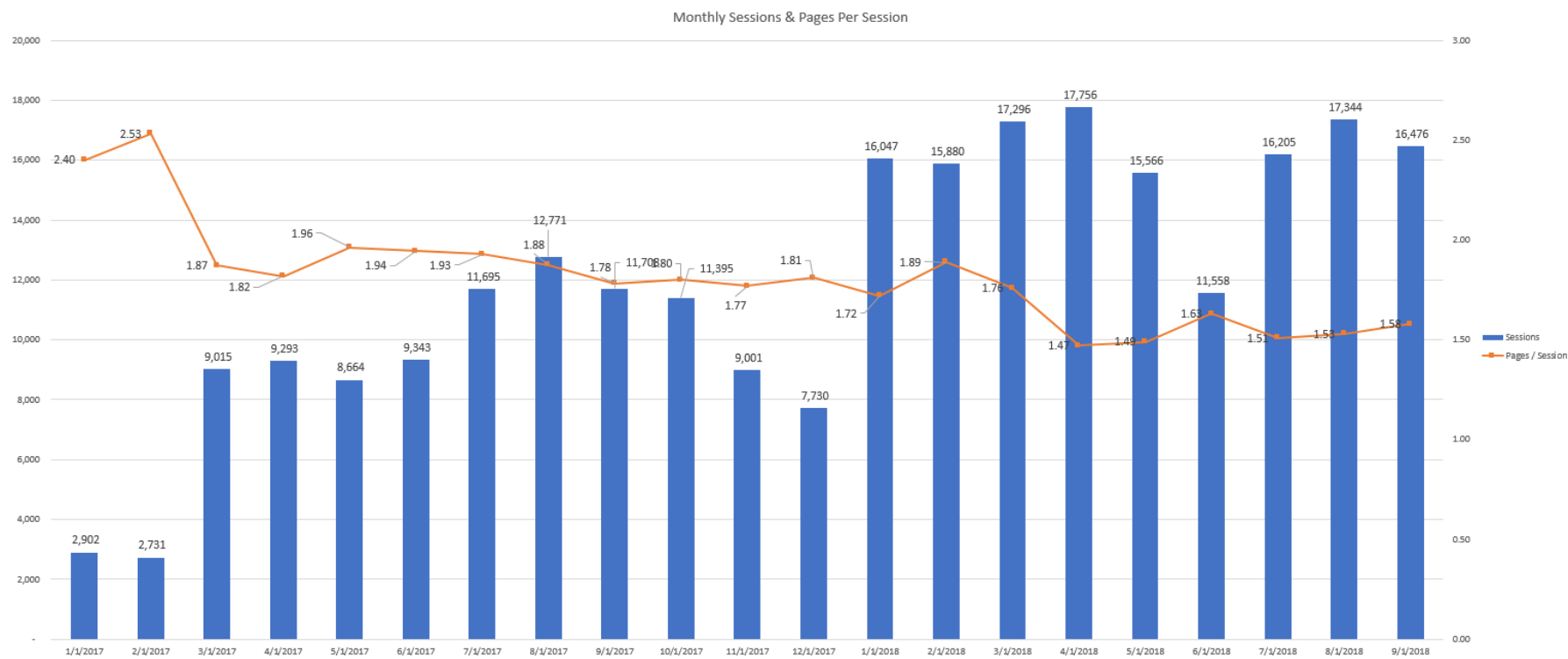
APPENDIX: WEBSITE PERFORMANCE UPDATE

2018 WEBSITE SESSIONS BY CHANNEL

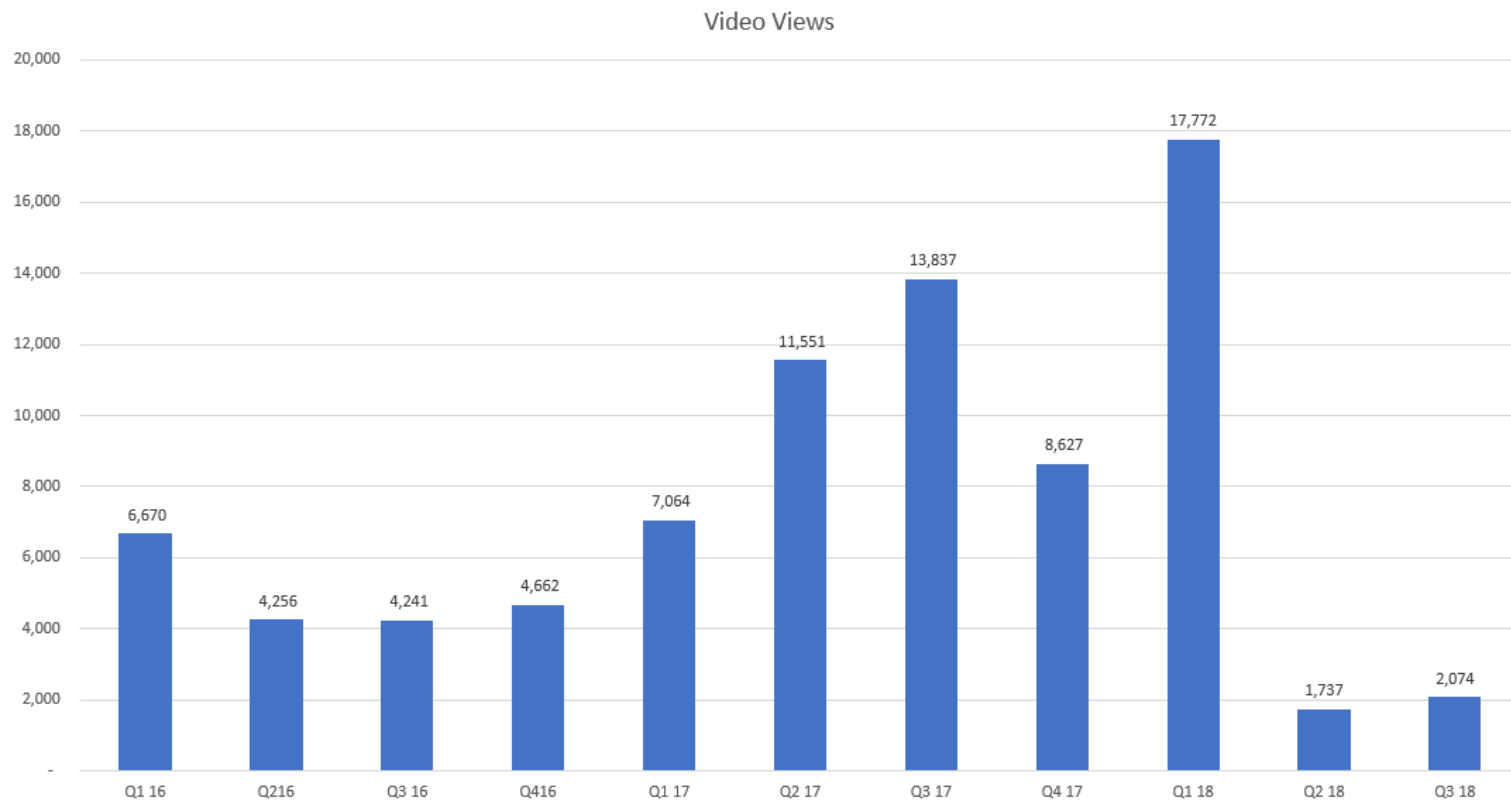
■ Paid Search ■ (Other) - Facebook ■ Organic Search ■ Direct ■ Social ■ Referral ■ Email



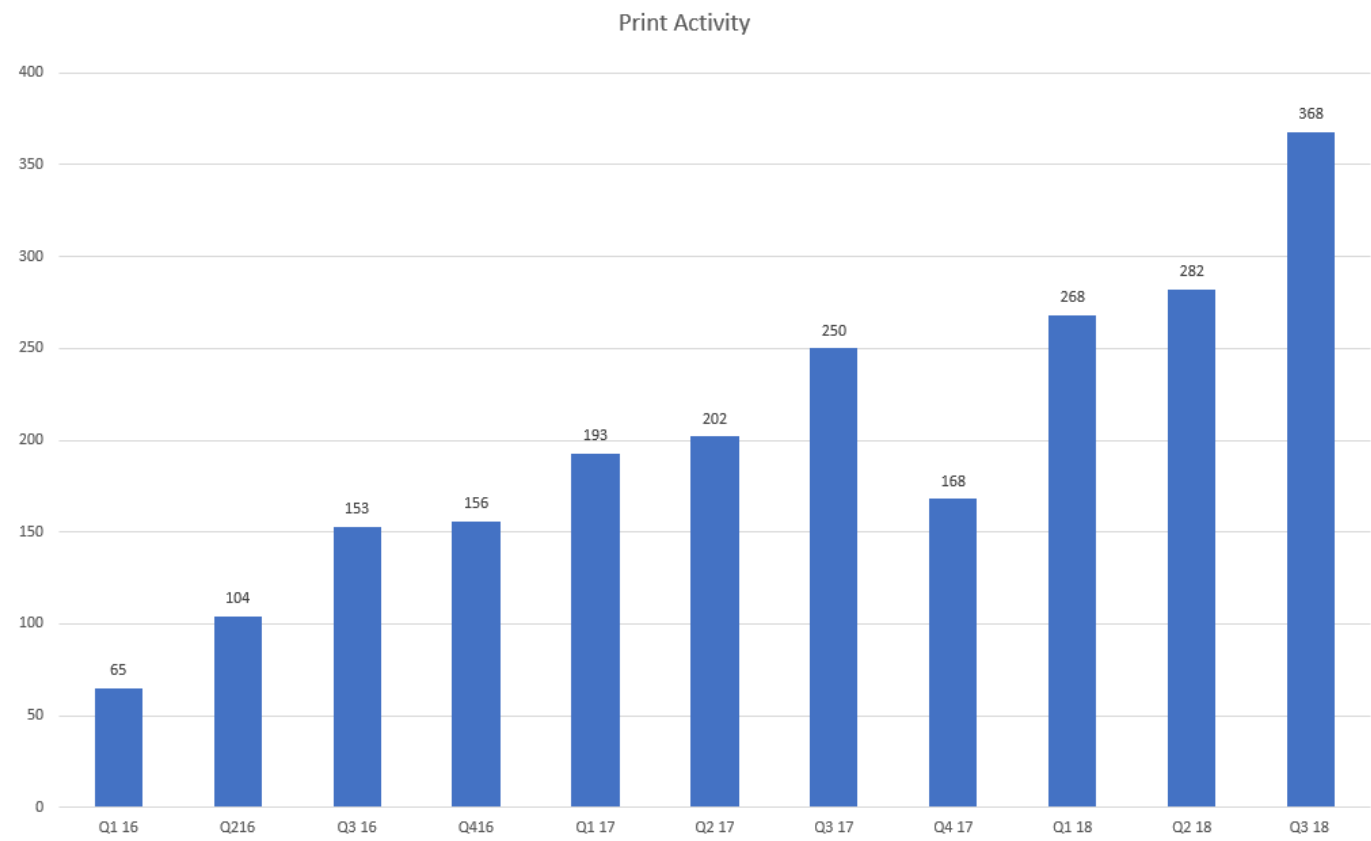
2017-8 MONTHLY SESSIONS AND PAGES PER SESSION



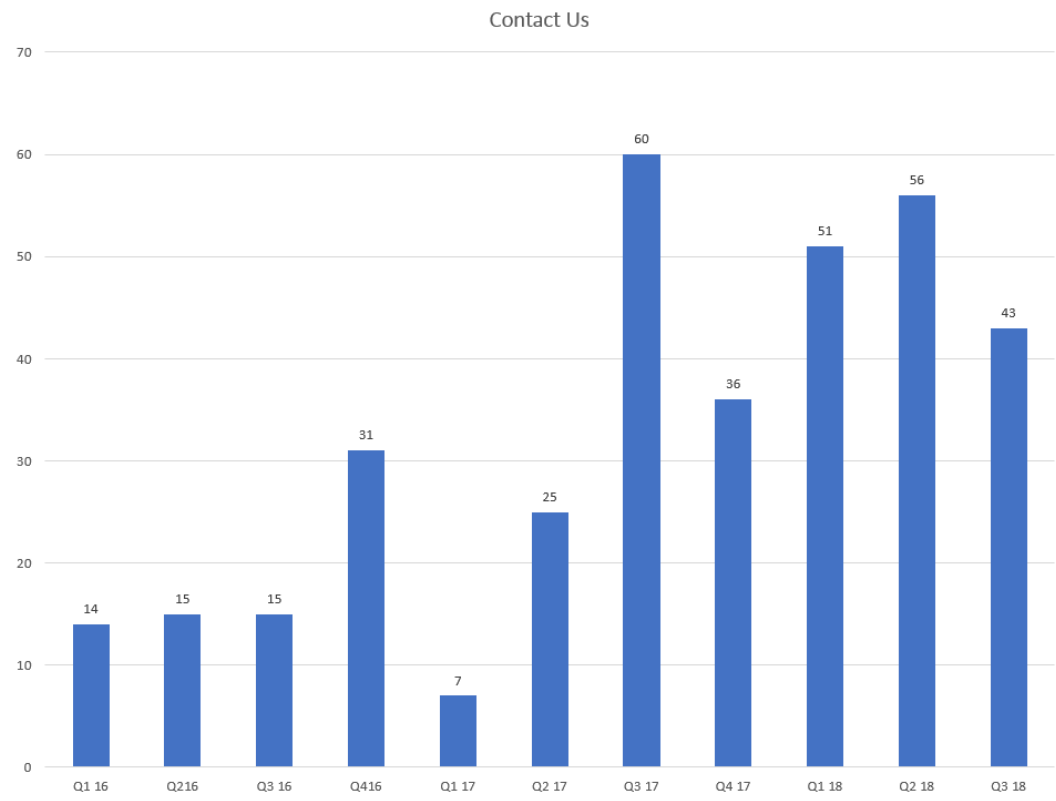
VIDEO VIEWS – ALL TIME



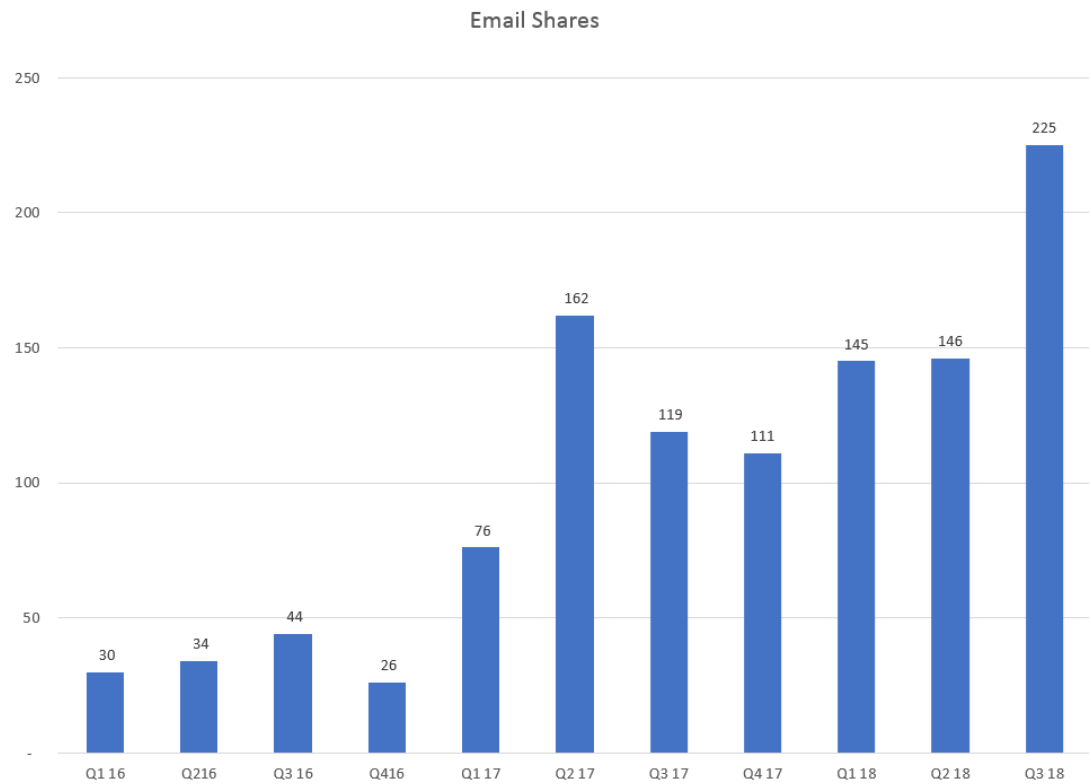
PRINT ACTIVITY – ALL TIME



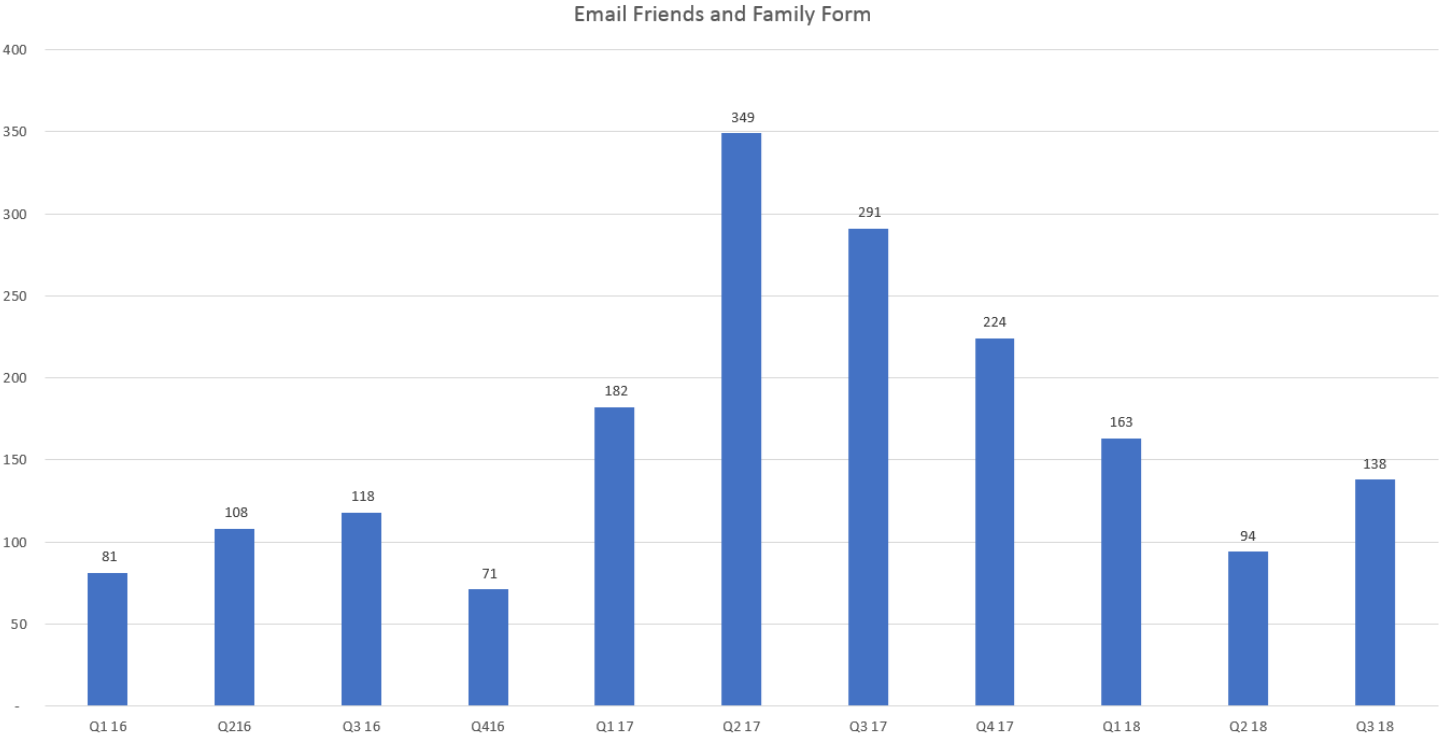
CONTACT US FORM – ALL TIME



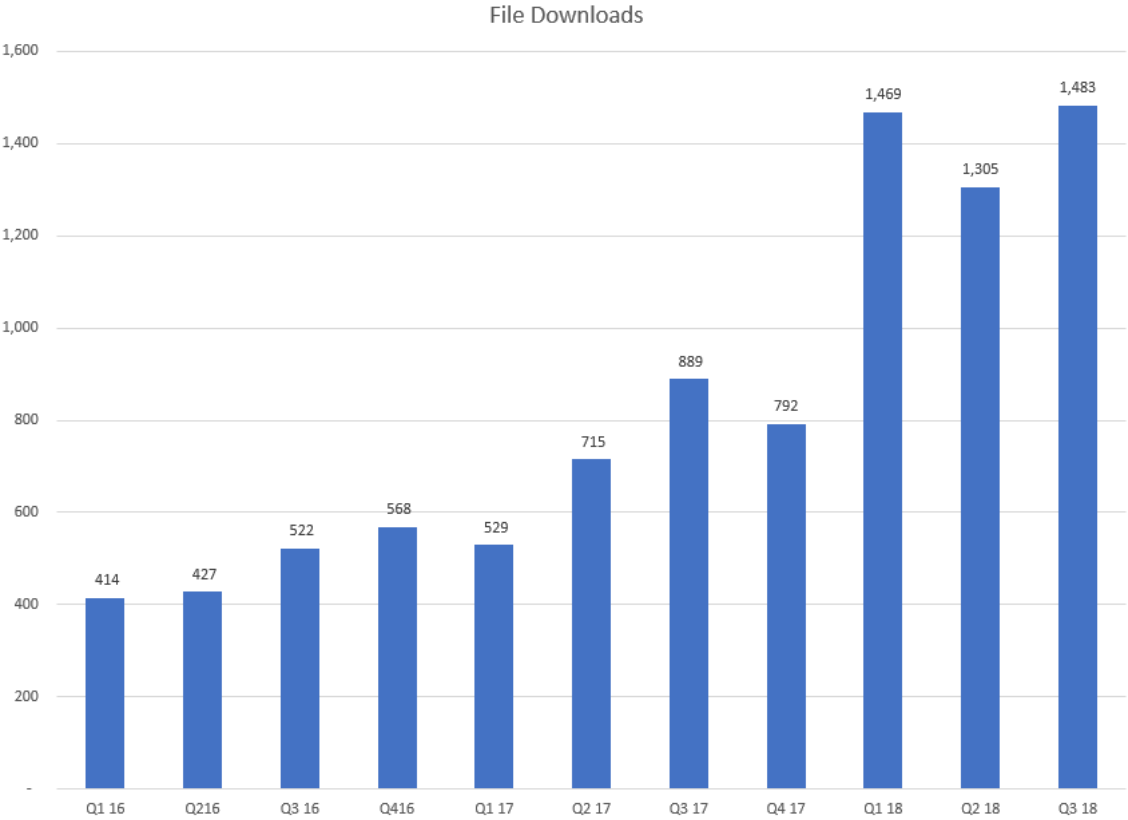
EMAIL SHARES – ALL TIME



EMAIL FRIENDS & FAMILY FORM – ALL TIME



DOWNLOADS – ALL TIME



ASHA MEMBER REFERRALS – ALL TIME

