



WHERE YOU LIVE MATTERS Q4 COMMITTEE UPDATE

January 2019

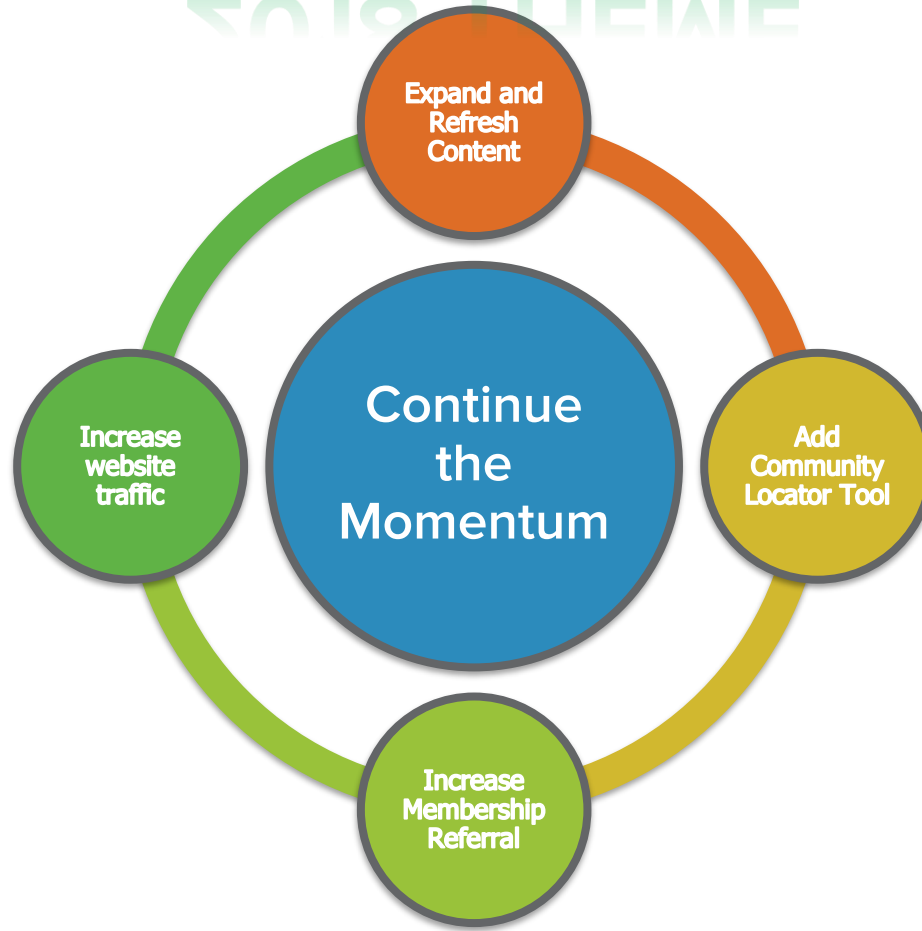
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Q4 PROGRAM HIGHLIGHTS

- 2019 - Continue the Momentum
- New Website Content
- Ageless Advice Column Update
- Community Locator Tool
- Q4 Paid Search & Native Advertising
- Facebook Performance
- Monthly Ambassador Email Series

2018 THEME




GOAL #1: EXPAND AND ENHANCE CONTENT ON THE WEBSITE.

- Created 4 new blogs and 1 infographic for the Ageless Advice column
- Developed 2 new editorials and an infographic
- Completed Q4 SEO audit, monitoring and ongoing maintenance

Q4 NEW WEBSITE CONTENT – UPDATE

- New content:

- [Cost of Living at Home with Downloadable Worksheet](#)
- [Transitioning to Memory Care](#)



Cost of Living in Your House | Worksheet: Part A

COSTS OF AGING IN PLACE
As you compare senior living options and their costs, be sure you have an accurate picture of how much it will cost to keep living in your house.

Monthly Expenses | Keep track of your monthly expenses – you may find staying in your house is more expensive than you think.

MONTHLY EXPENSES	COST	MONTHLY EXPENSES	COST
Mortgage/Rent	\$	Housekeeping	\$
Property taxes	\$	Home security system	\$
Homeowners insurance	\$	Smart home technology	\$
Home association fees	\$	Personal alert system	\$
Utilities	\$	Transportation	\$
Trash/Recycling removal	\$	Lawn care Snow removal	\$
Groceries	\$	Entertaining Dining out	\$
Phone service	\$	Grocery Meals	\$
Internet service	\$	Home health care	\$
Cable TV service	\$	Other	\$
TOTAL	\$	TOTAL	\$

FAMILY DECISIONS

Transitioning to Memory Care




Alzheimer's Disease accounts for 60% to 80% of dementia cases. If you're one of the 16.1 million Americans providing unpaid care for someone with dementia, it's important to know when it's time to move a loved one into memory care – and how to prepare for the transition.


AGELESS ADVICE COLUMN - NEW BLOG POSTS

- Since launch, there are 200+ subscribers to the Ageless Advice column through December 31, 2018.
- Five new [blog posts](#) have been added to the website in Q4:
 - [Recognizing the Signs of Isolation](#)
 - [Caregiver Infographic](#)
 - [Creating Holiday Memories](#)
 - [When Aging Parents Can't Live Alone](#)
- Fill out the [form](#) to receive biweekly emails of the latest post.


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



FAMILY DECISIONS
Should My Aging Parent Live Alone?
[View Post >](#)



JOURNEY OF CAREGIVER
Happier Holidays
[View Post >](#)



CAREGIVER RX
Caregivers Are Amazing
[View Post >](#)

ADVICE

Recognizing the Signs of Isolation



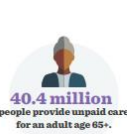
Mom's been on her own for about a year, and she's still keeping pretty much to herself. She says she's content, but I don't think she's getting out enough to be with other people. Should I be worried?

It's natural to worry about a single or widowed parent being lonely. But it's also important to recognize that not everyone views solitude the same way.


Introvert or Extrovert?
Theologian Paul Tillich wrote, "Language has created the word 'loneliness' to express the pain of being alone. And it has created the word 'solitude' to express the glory of being alone."

Caregivers Are Amazing


Caregivers, thank you for the important work you do every day. November is National Caregivers Month, and we're celebrating you by sharing some facts about how you and fellow caregivers support your loved ones.




40.4 million people provide unpaid care for an adult age 65+.




37 billion hours of care each year.




66% of family caregivers are women.




About 20 million Americans became caregivers last year.



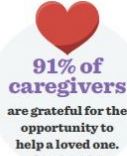
47% of adults ages 40-59 are simultaneously caring for aging parents and raising children.




10% of caregivers are age 75+.




The average time caregivers spend providing care:
24.4 hours/week



91% of caregivers are grateful for the opportunity to help a loved one.




91% of dementia caregivers say it's made them think about their own future potential care needs.



WhereYouLiveMatters.org

ADVICE COLUMN ADDITIONS - UPDATE

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



The screenshot shows the top section of a blog page. At the top left is the logo for 'where you live matters', a senior living resource powered by ASHA. The main header features a background image of purple flowers with the text 'Ageless Advice' overlaid. Below the header is a blue navigation bar with the following categories: Bittersweet Confessions, Caregiver RX, Family Decisions, Journey of Caregiver, and View All. To the right of the navigation bar is a green 'TEXT' button with a plus icon. Below the navigation bar is a 'Sign Up For Our Blog' section with four input fields: First Name*, Last Name*, Email*, and a text area for questions or comments. 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 article cards. The first card is titled 'JOURNEY OF CAREGIVER Which Type of Caregiver Are You?' with a 'View Post »' link and an image of a woman and an older woman smiling. The second card is titled 'CAREGIVER RX Top 10 Caregiver Apps in 2018' with a 'View Post »' link and an image of hands holding a smartphone.

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.
 - Links to the community's website are included.
- Launched on April 2, 2018
- All ASHA members are eligible to upload their communities to the website.
- 'Active Adult' Addition coming to the tool in early January

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

United States

Map data ©2018 Google, INEGI Terms of Use

BACK TO TOP

NEW COMMUNITY LOCATOR TOOL PERFORMANCE

- Communities on tool: **2,938**
 - In Q3, there were 2,661 communities live on the tool (4/1/2018-9/30/18)
- # of Members Participating: **99**
- Total pageviews: **2,334**
 - 2018 pageviews: 6,050
- Total searches: **9,841**
 - 2018 total searches: 23,136
- Total clicks to “Visit Community Website”: **1,153** (10/1/18-12/31-18)
 - 2018 total clicks: 2,183
- Average time on page: **8:06**
 - 2018 average time: 6:56



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

GOAL #2: INCREASE WEBSITE TRAFFIC.

All 2017 Website Sessions: 106,248

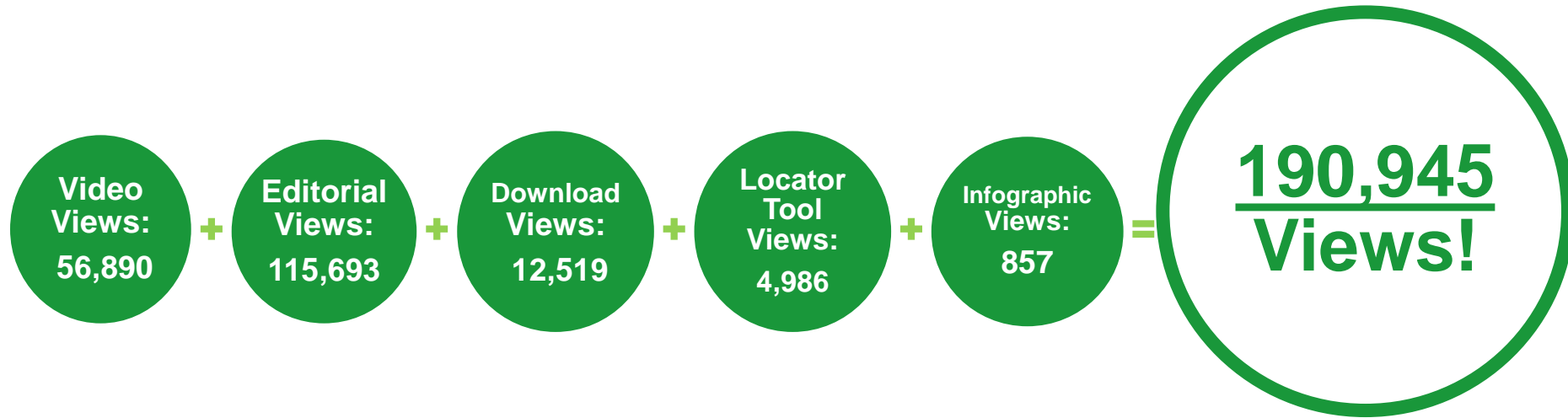
2018 Q4 Website Sessions: 73,538

2018 Year-to-Date Website Sessions: 218,527*

Q4 2018 data reported through December 31, 2018*

WEBSITE CONTENT UNIQUE ENGAGEMENT

2017 Website Content Engagement Total: 103,155 Views



Data reported from launch through December 31, 2018

New WYLM Paid Search

- Paid search efforts launched on 11/1/18 on Google, Bing and Yahoo to direct users to highly relevant content at a time of year when families are often together for the Holiday season.
- Total sessions: 11,261
- Total impressions: 98,050
- Total clicks: 6,047
- Total cost per click: \$2.05
- **Top Keywords by Clicks**
 - Assisted living cost
 - Memory care facilities
 - What is assisted living
 - Senior housing cost
 - Cost of assisted living

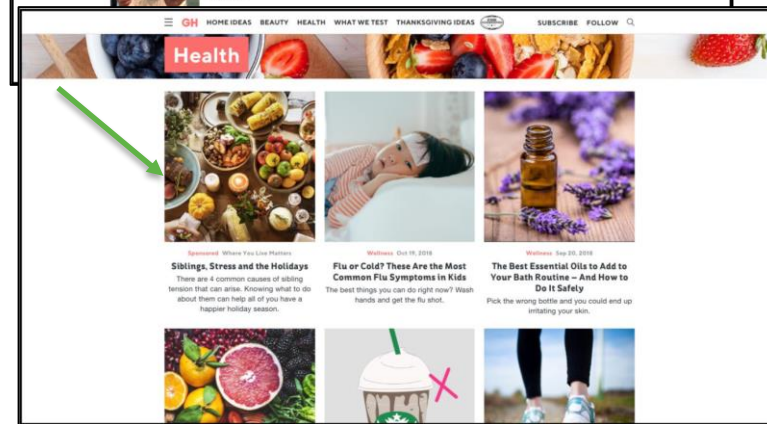
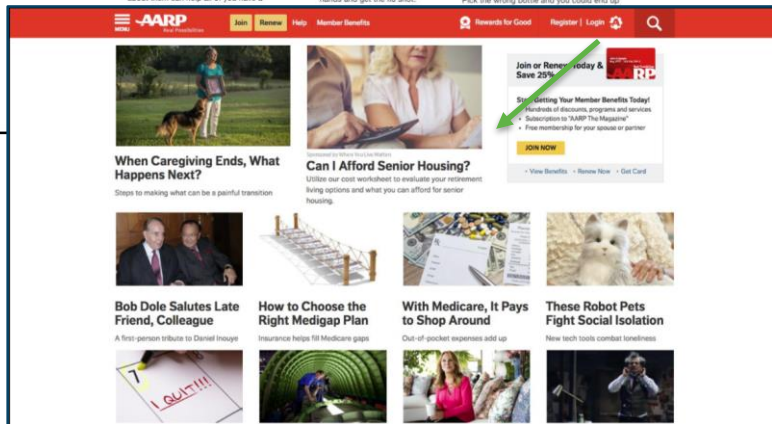
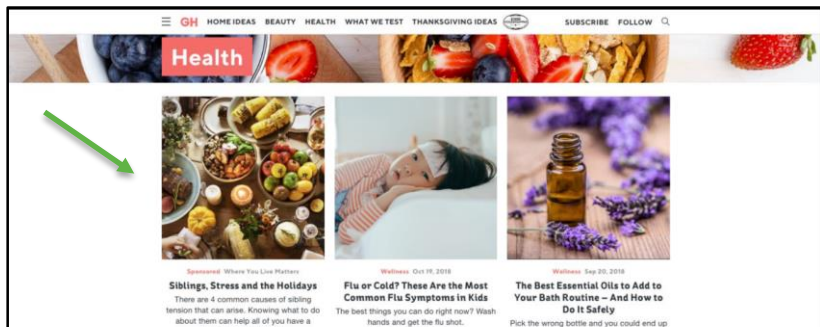
Data reported from November 1, 2018 – December 31, 2018

New WYLM Native Advertising

- Native display ads are contextually targeted and are often shown as suggested or recommended articles on publisher websites such as AARP, Reuters, The Washington Post, Women's Health and Good Housekeeping. Native ads launched on 11/1/18 and are non-disruptive, flow with and match the look and feel of the editorial content of the publisher's site, exposing users to new content matched to their interests and demographics.
- Total sessions: **12,971**
- Pages per session: **1.2**
- Total clicks: **9,973**
- Total cost per click: **\$1.03**
- The content pieces [Sibling, Stress and the Holidays](#), [Age at Home or Move to a Senior Living Community](#) and [Costs of Senior Living Vs. Staying at Home Video](#) have seen the most traffic and engagement.
 - The average time on site for users consuming above content pieces is 3:03, which well-above the site average (1:30).

Data reported from November 1, 2018 – December 31, 2018

WYLM Native Advertising Examples



PAID SOCIAL – FACEBOOK

- In Q4, paid social has produced 39% or **28,866 of all website sessions**.
 - Since launching in March 2017, there's a total of 203,557 website visits attributed to paid social.
- The campaign has resulted in 523 or 1.8% increase new Facebook page likes in 2018.
 - 252 seniors and 271 Adult Child Influencers “Liked” the page.
- 305,377 Facebook users have been reached.
 - 108,194 users = Seniors
 - 197,183 users = Adult Children
- There also have been 907 ad reactions, 456 shares, and 1,258 full video views.
- The average conversion rate was 9.5% (benchmark 7.9%).
 - 14.2% rate: Seniors
 - 6.9% rate: Adult Children

Data reported from October 1, 2018 – December 31, 2018

PAID SOCIAL ADS – SENIOR & ADULT CHILD TARGET

Where You Live Matters
Written by Gee Dee [?] · August 1, 2018 ·

Find out why so many seniors say, "I wish I'd done this sooner," featuring expert research from the MacArthur study and former elder care physician at Mayo Clinic.

WHEREYOULIVEMATTERS.ORG
Cost of Senior Living vs. Living at Home [Watch More](#)

478 152 Comments 220 Shares 158K Views

Like Comment Share

Where You Live Matters
Written by GlynnDeVins [?] · August 6, 2018 ·

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.

[Learn More](#) [When a Loved One Doesn't Want Help](#) [Learn More](#) [Helping Widows Through Miles](#)

27,821 People Reached 5,788 Engagements

120 8 Comments 52 Shares

Like Comment Share

Where You Live Matters
Written by Gee Dee [?] · August 1, 2018 ·

10 Signs Your Parents May Need Extra Help

WHEREYOULIVEMATTERS.ORG
Resources to use as you look for ways to support your parents and get them the lovin... [Learn More](#)

653 144 Comments 713 Shares

Like Comment Share

14% conversion rate, 48 shares and 19 comments

7% conversion rate, 27 shares and 4 comments

138 shares and 11 comments

OWNED SOCIAL TO DRIVE WEBSITE TRAFFIC

■ Main Insights

- Total website sessions increased by 12.15%.
- Total number of posts increased 74%.
- Total impressions reached over 6,017 users a day.
- Total video views increased by 31.8%.
- Total pages per session increased to 1.3 pages/session.

Overall, Facebook audience increased by 76% (January 1, 2018 – December 31, 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.

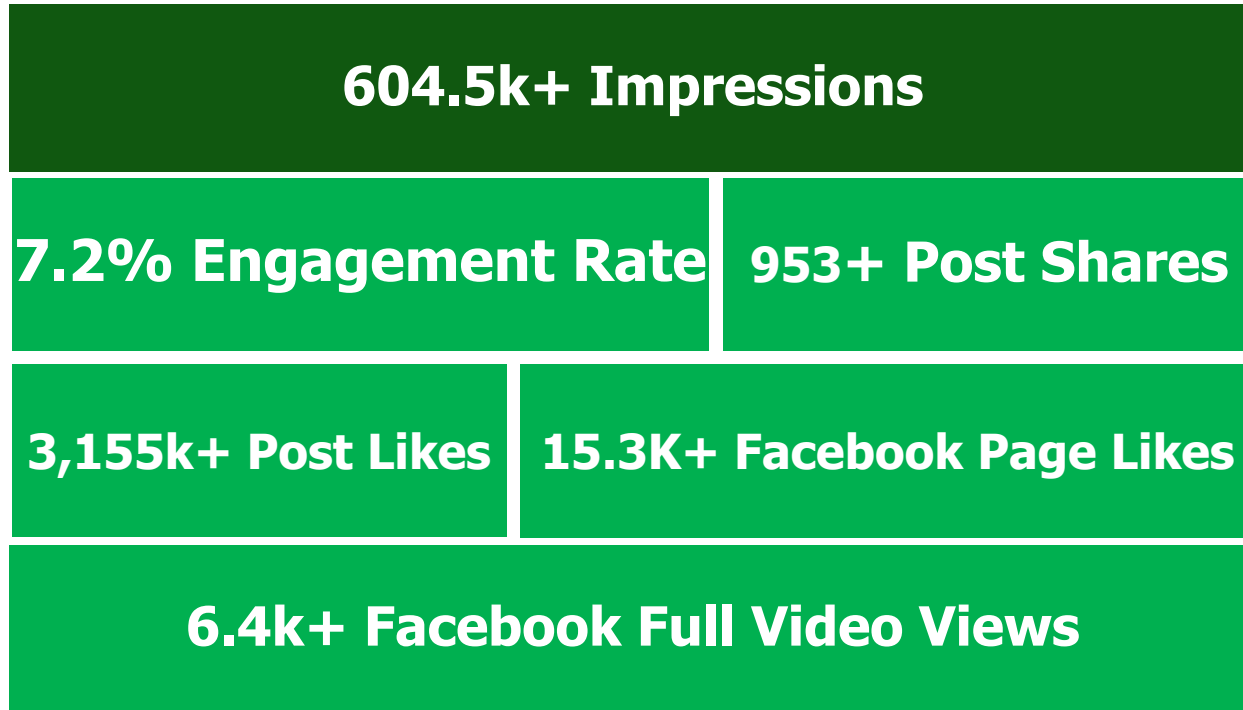
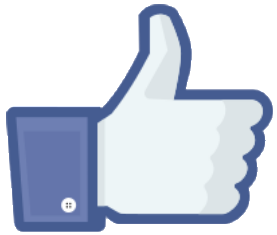
Page Fan Age

- 47% 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 December 31, 2018: 15,367
 - Q1-Q4 gained a total of 364 new “likes.”
 - 76% “Like” increase compared to 2017.
- According to Facebook, over 92,298 WYLM website visits came from owned social in 2018.
 - 26,397 sessions were generated in Q4 by owned social.
 - In 2017, the owned social generated 58,404 sessions.

Q4 FACEBOOK ENGAGEMENT



Data reported from October 1, 2018 – December 31, 2018

FACEBOOK ENGAGEMENT – ALL 2018



2.9 Million Impressions

28.6% Engagement Rate | **4,016+ Post Shares**

11,389k+ Post Likes | **15.3K+ Facebook Page Likes**


28k+ Facebook Full Video Views

Data reported from January 1, 2018 – December 31, 2018

FACEBOOK: SUCCESSFUL POSTS

Where You Live Matters
Published by Gee Dee [?] · October 24, 2018 · [?] · [?]

Visit friends, enjoy a meal with family, call a neighbor you haven't talked to in a while. By staying connected with those close to you, you're also keeping isolation, loneliness and depression at bay.



Performance for Your Post


1,364 People Reached

145 Reactions, Comments & Shares

99 Like	96 On Post	3 On Shares
6 Love	6 On Post	0 On Shares
5 Sad	5 On Post	0 On Shares
4 Comments	3 On Post	1 On Shares

Where You Live Matters
Published by Gee Dee [?] · December 2, 2018 · [?] · [?]

Happy Hanukkah from all of us at Where You Live Matters!



Performance for Your Post


1,470 People Reached

168 Reactions, Comments & Shares

116 Like	109 On Post	7 On Shares
12 Love	7 On Post	5 On Shares
8 Comments	6 On Post	2 On Shares
32 Shares	32 On Post	0 On Shares

Where You Live Matters
Published by Gee Dee [?] · December 21, 2018 at 9:00 AM · [?] · [?]

It's the first day of winter, which means it's the shortest day of the year. What are some of your favorite activities to celebrate the season with family and friends?



Snuggle up!

WISHING YOU A HAPPY WINTER

From all of us at Where You Live Matters

Performance for Your Post

1,251 People Reached

199 Reactions, Comments & Shares

150 Like	148 On Post	2 On Shares
17 Love	17 On Post	0 On Shares
9 Comments	9 On Post	0 On Shares
23 Shares	22 On Post	1 On Shares
22 Post Clicks		
17 Photo Views	0 Link Clicks	5 Other Clicks


NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Where You Live Matters
Published by Gee Dee [?] · November 10, 2018 · [?] · [?]

Caregivers, make sure that you're taking some time to take care of yourself too. In what ways do you help yourself when you're not caring for your loved one?



WHEREYOULIVEMATTERS.ORG

Caregiver Self-Care | Where You Live Matters [Learn More](#)

Taking care of aging parents and not taking care of...

895 People Reached **142** Engagements [Boost Again](#)

Recent Activity

Boosted on Nov 10
Audience: WYLM - Fans

Performance for Your Post

895 People Reached

118 Reactions, Comments & Shares

105 Like	103 On Post	2 On Shares
3 Love	3 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
10 Shares	10 On Post	0 On Shares
24 Post Clicks		
0 Photo Views	17 Link Clicks	7 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

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 Q4
- Topics covered:
 - Promote the Positive Impact of Senior Living
 - 24% open rate
 - Resource for the Holidays
 - 21% open rate
 - How to Answer Tough Senior Living Questions
 - 21% open rate



Dear Ambassadors,
Senior living represents a wonderful opportunity for many older adults, but discussions about it can bring up some very challenging issues. Take advantage of these tools to help start conversations around some of the most difficult senior living topics.

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

WYLM AMBASSADOR COUNT

- 2018 Total Ambassadors: 238 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.

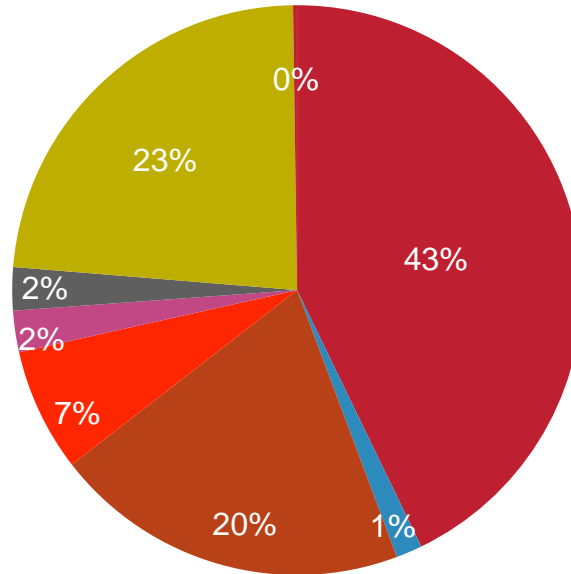
SPREAD THE WORD

- 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.

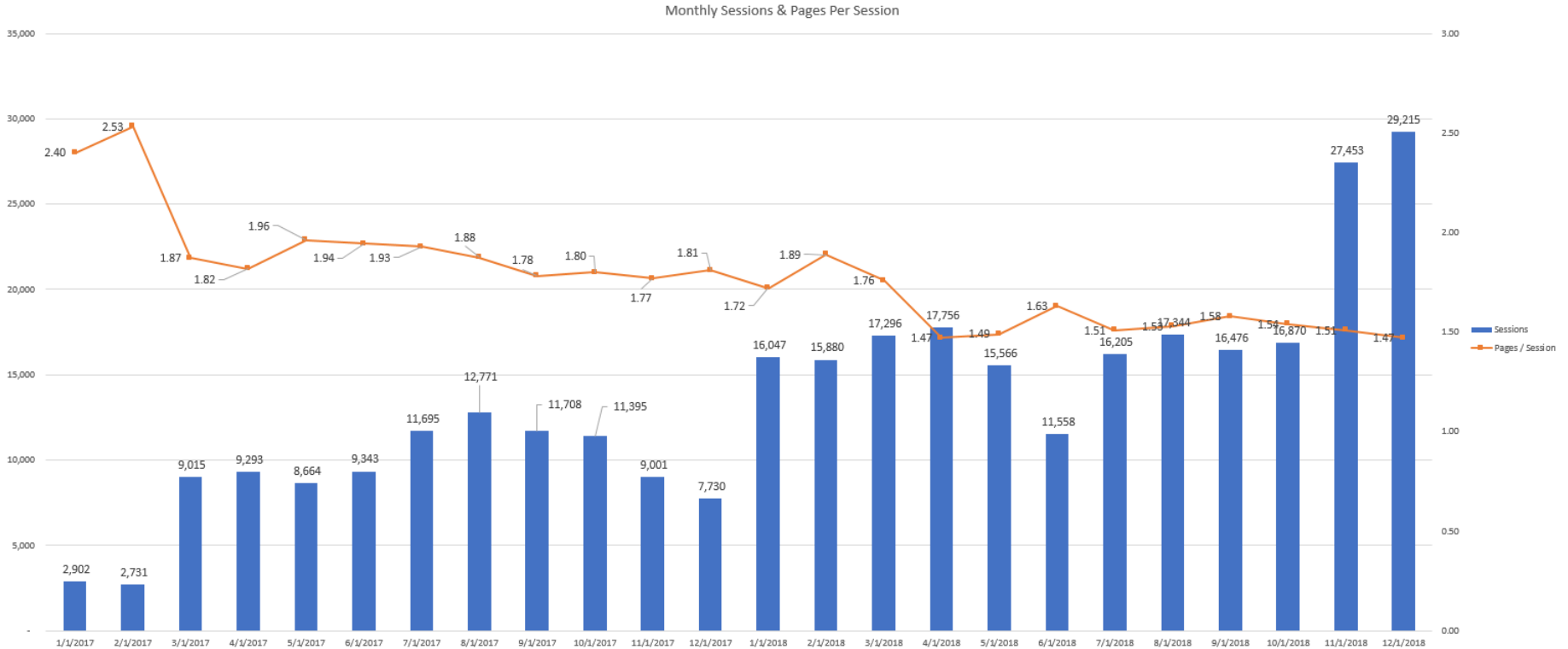
APPENDIX: WEBSITE PERFORMANCE UPDATE

2018 WEBSITE SESSIONS BY CHANNEL

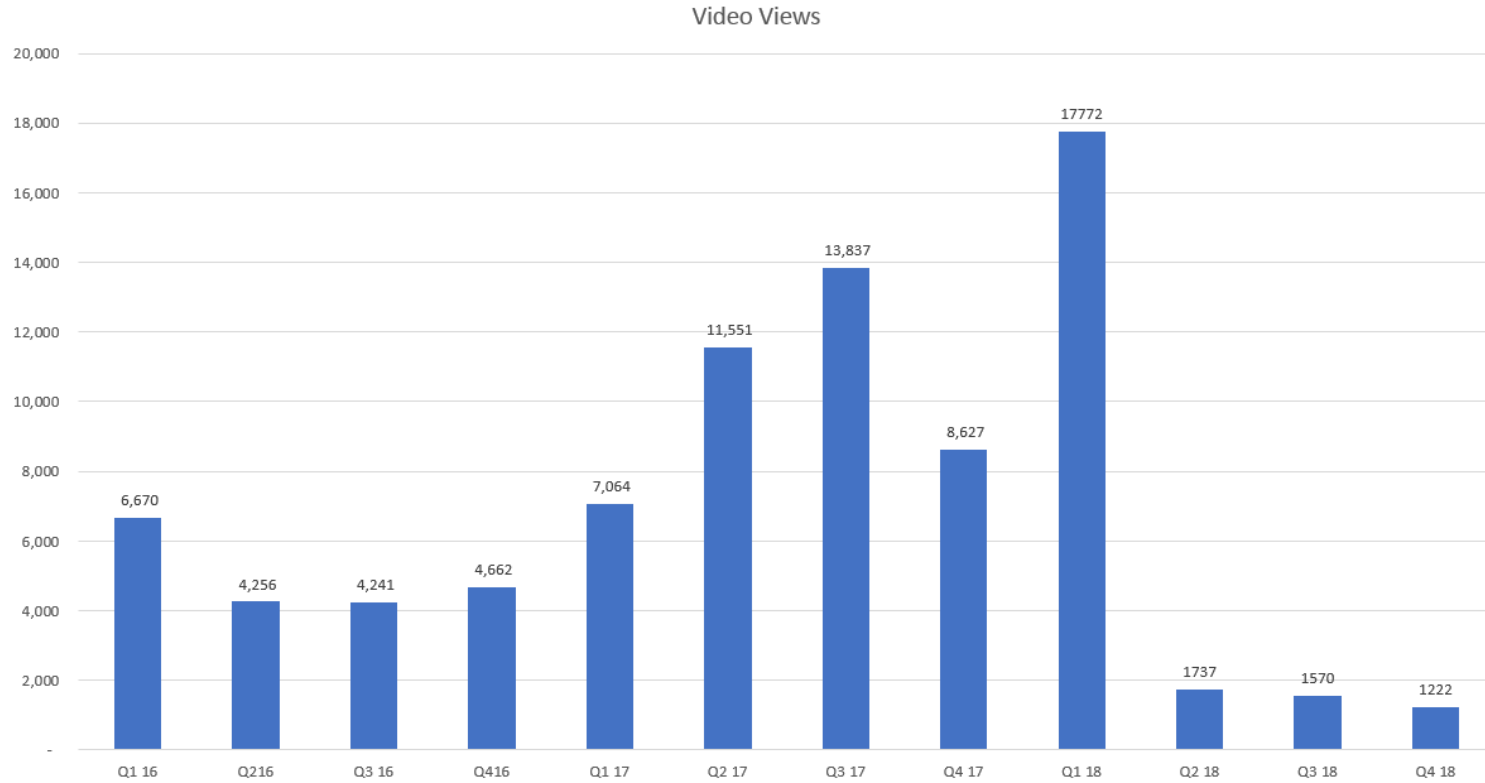
■ Paid Search ■ (Other) - Facebook ■ Organic Search ■ Direct ■ Social ■ Referral ■ Display ■ Email



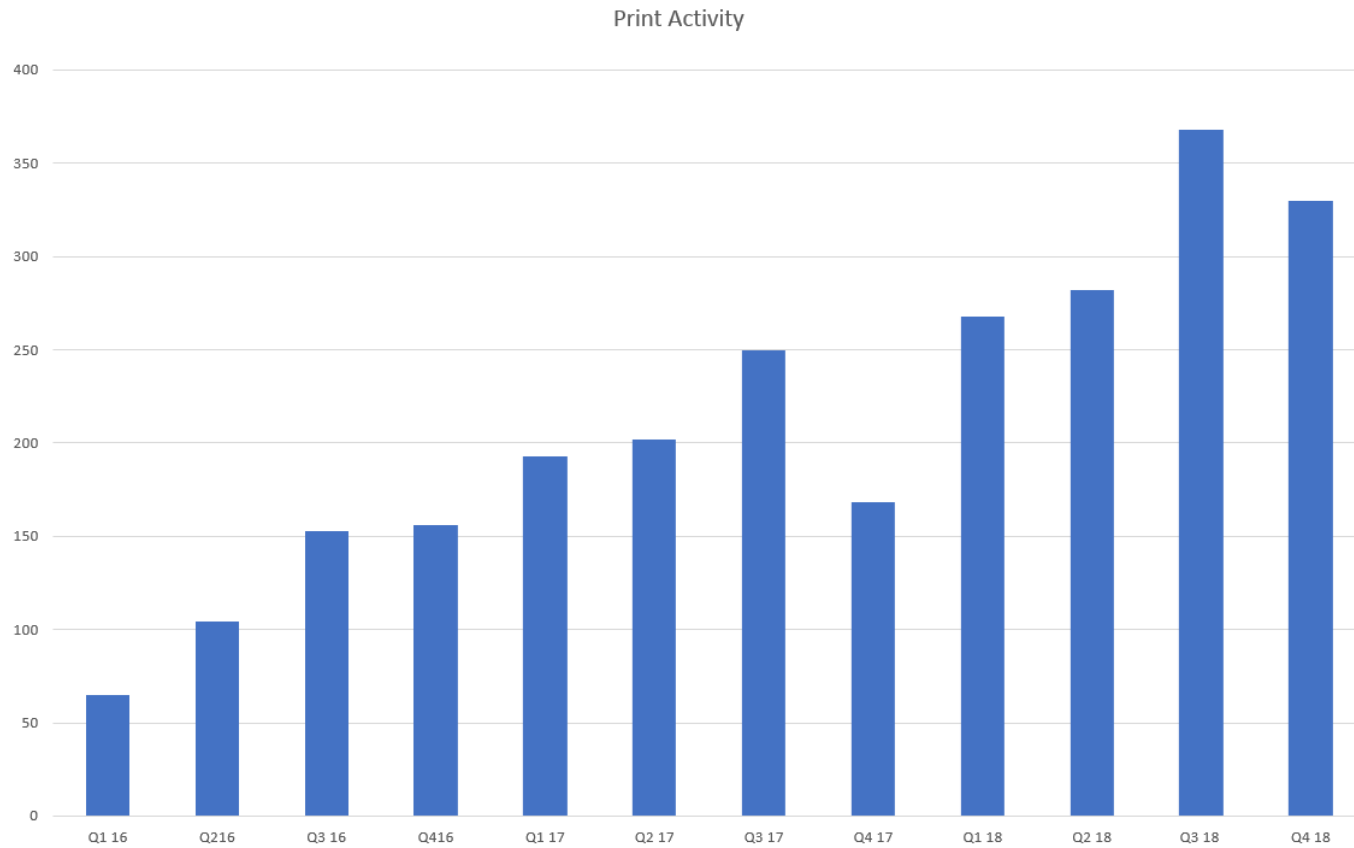
2017-2018 MONTHLY SESSIONS AND PAGES PER SESSION



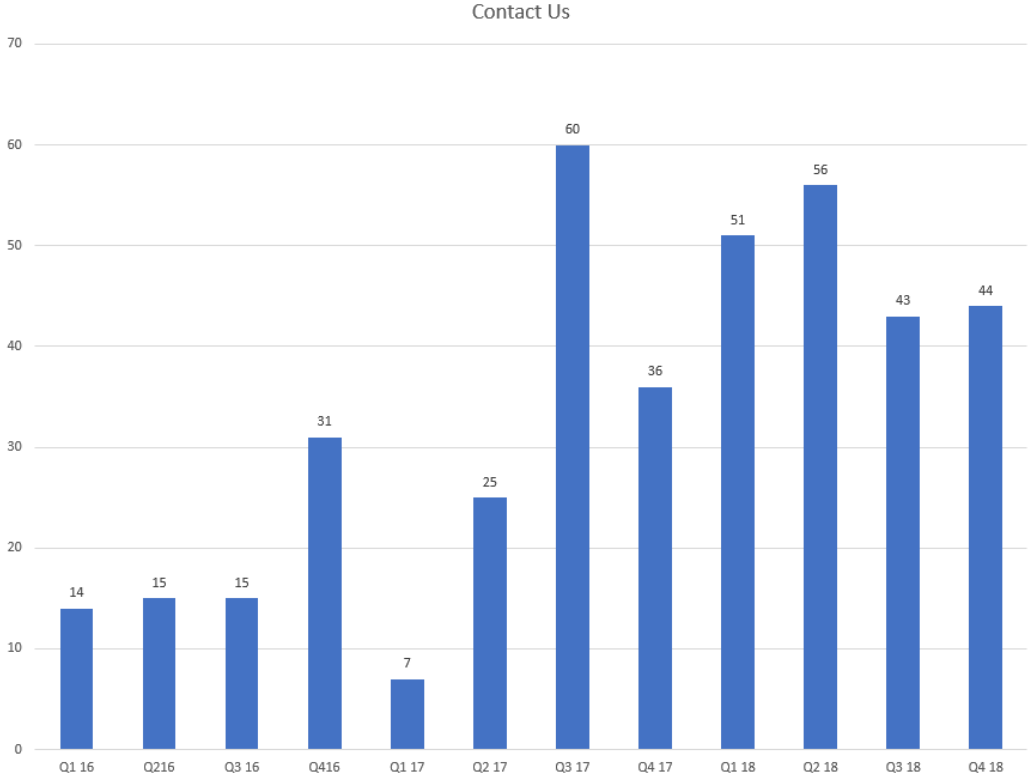
VIDEO VIEWS – ALL TIME



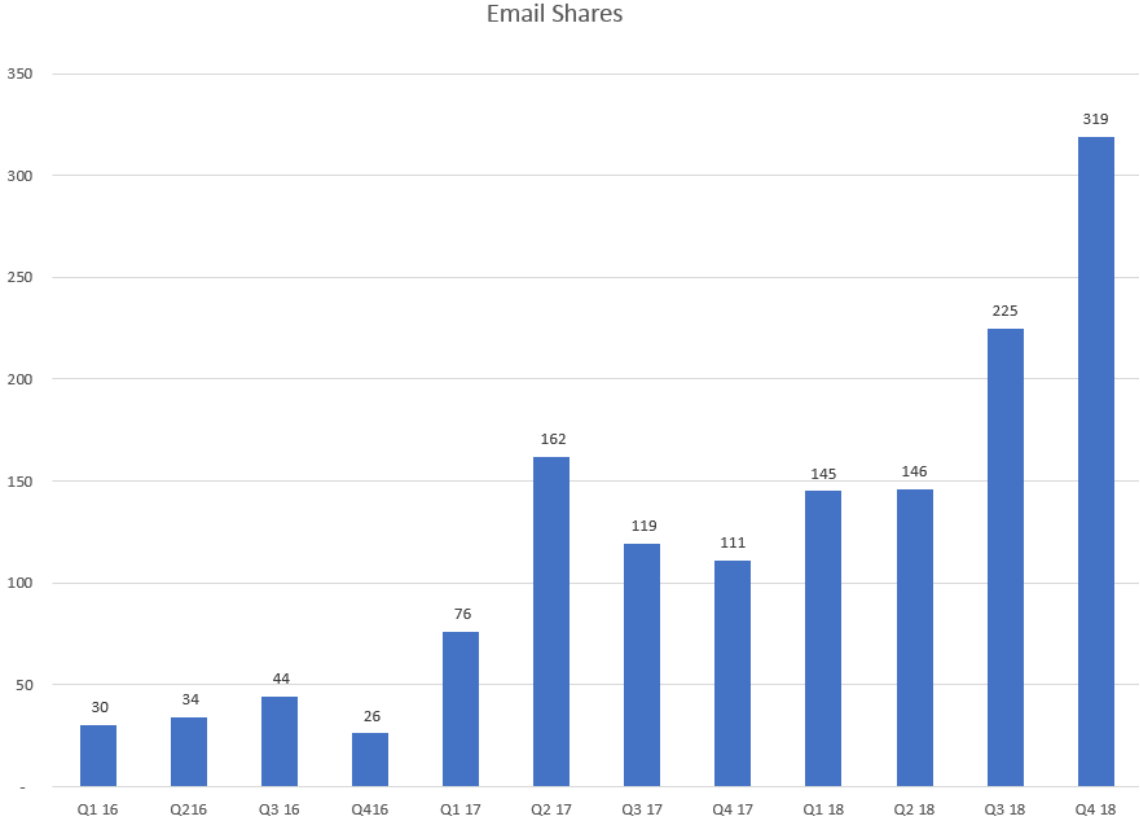
PRINT ACTIVITY – ALL TIME



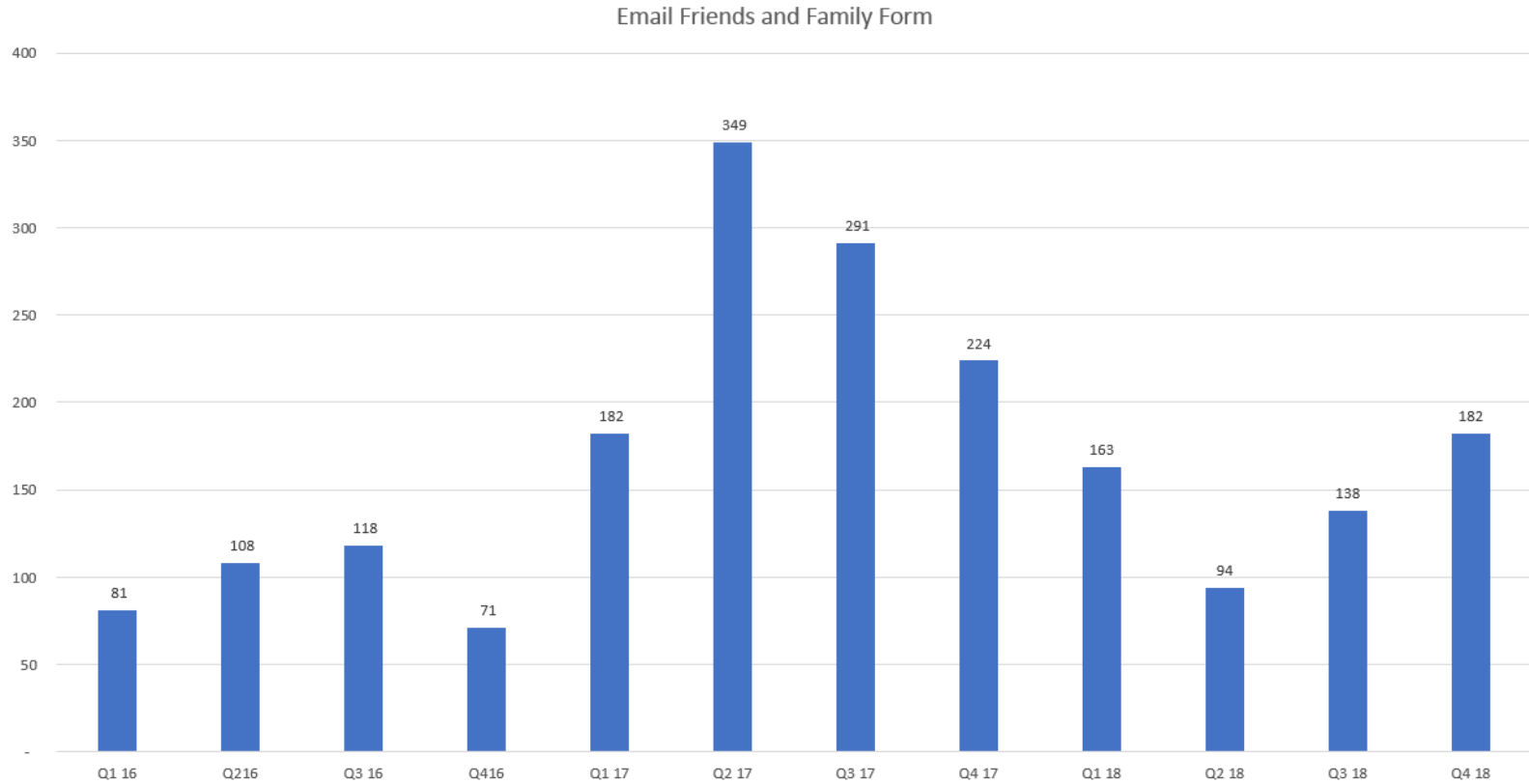
CONTACT US FORM – ALL TIME



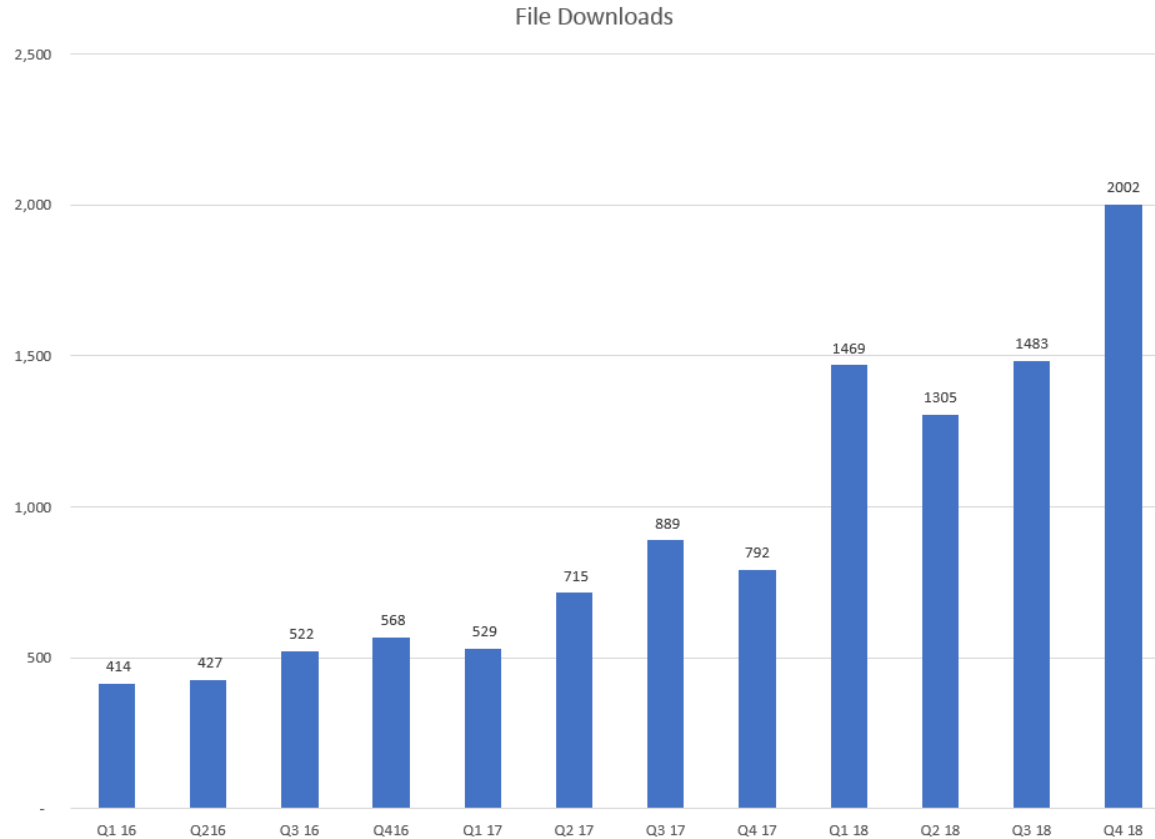
EMAIL SHARES – ALL TIME



EMAIL FRIENDS & FAMILY FORM – ALL TIME



DOWNLOADS – ALL TIME



ASHA MEMBER REFERRALS – ALL TIME

