



Custom Solutions, Strategic Growth



Social Media Best Practices for Senior Living



Why Social Media for Senior Living?

Social media doesn't always come to mind as a key strategy for converting leads into move-ins, but when done well, it can be a powerful tool. A consistent, engaging social media presence is no longer optional—it's a necessity.

We always present the idea of utilizing social media in senior living from a few different points of view:

Social Media as a Window Into Community Life

Platforms like Facebook and Instagram serve as a digital front door, giving families and prospects a real-time look at the lifestyle and culture of your community. These platforms help build trust, transparency, and emotional connection, which are critical in the decision-making process.

Why this matters:

Families want to see their loved ones engaged and thriving. Simple content—like a photo of a movie night, a video of a resident gardening, or a snapshot of the daily lunch menu—gives peace of mind to adult children.

Social media fuels word-of-mouth referrals. A family member might share a Facebook post with a friend who's searching for senior living, saying, "This is where my mom lives—you should check it out!"

Your online presence influences first impressions. If a prospect is comparing two communities, they'll likely review both Facebook pages before deciding where to tour.

Example scenario:

A family is searching for a community for their active, independent 70-year-old mother. They compare two communities' Facebook pages:

- *Community A:* Consistently updated with resident activities, event videos, dining menus, and testimonials from happy families.
- *Community B:* Sparse posts, mostly stock images, and no updates in two months.

Which community feels more inviting and active? Community A. The prospect clicks through to the website, downloads a brochure, schedules a tour, and ultimately places a deposit—all driven by an engaging social media presence.

Social Media as a Marketing & Lead Nurturing Tool

Beyond community engagement, social media plays a key role at the top of the marketing funnel. Facebook and LinkedIn are powerful platforms for educating prospects and guiding them through the decision-making process.

Key strategies for lead generation:

- Sharing educational content (e.g., funding options, family decision toolkits, moving checklists).
- Promoting blog posts & community guides to drive website traffic and increase inquiries.
- Utilizing paid social media ads to target adult children & seniors researching their options. Events tend to perform best with paid social.

How success is measured:

- Clicks to the website from Facebook & LinkedIn posts
- Guide & brochure downloads that indicate interest
- Form submissions & inquiries driven by social content

Social media isn't just about posting pictures—it's a strategic marketing channel that drives real results when used effectively.

Choosing the Right Social Media Tools

There are many social media management tools available, and most offer similar core functionalities. The best tool for you depends on your goals, budget, and reporting needs.

Before selecting a tool, ask yourself:

- Do you need advanced analytics & reporting?
- Are you managing multiple communities & locations?
- What KPIs (key performance indicators) matter most to your team?
- Do you need AI-powered content recommendations or just scheduling?

Hubspot (Best for all-in-one marketing management)

- If a client is on [HubSpot](#), then we utilize it as our tool for social posting and reporting to keep everything in one spot.
- HubSpot provides robust reporting, including lead tracking, engagement analytics, and so much more!

Sendible (Best for multi-location scheduling & analytics)

- If a client does not use HubSpot, we use [Sendible](#) for scheduling and analytics.
- Allow for cross-platform scheduling, content approvals, and analytics tracking.

 ST. MARK VILLAGE

SAVE THE DATE



Moving to senior living community?

Get expert advice on making it stress-free at our **April 17th Lunch & Learn** with Kathy Roberts Blair of KRB Move Management.

Other Popular Social Media Tools

- [Hootsuite](#) – Industry leader for social scheduling, monitoring, and reporting.
- [Sprout Social](#) - Offers AI-powered insights, competitor benchmarking, and in-depth reporting.

Utilizing Native Platform Tools

If you prefer to manage social media directly within each platform, most offer built-in scheduling and analytics features that provide valuable insights into audience engagement and content performance. While these tools are free and useful for tracking basic metrics, they may not offer the same level of customization, cross-platform reporting, or automation as third-party platforms.

Here's an overview of the key features available on each native platform:

Meta Business Suite (Facebook & Instagram):

- Schedule posts, reels, and stories.
- Access engagement metrics, audience demographics, and ad insights.
- Analyze post reach, engagement, new followers, and content performance trends.

LinkedIn Analytics:

- Track post impressions, engagement rates, and follower growth.
- Identify top-performing content and audience demographics.

X Analytics (formerly Twitter):

- View tweet impressions, engagement, and profile visits.
- Analyze follower trends and optimize content strategy.

Why Use a Third-Party Platform?

While native tools provide **basic analytics**, third-party platforms offer **enhanced capabilities**:

- Compare performance across multiple communities & platforms.
- Filter data & track trends over different time periods.
- Access AI-powered recommendations for optimal posting times.
- Streamline workflows with content approvals & collaboration features.

PRO TIP: Always monitor Google Analytics & UTM tracking to measure social media's impact on website traffic, lead generation, and conversions.





Senior Living Marketing Benchmarks

Success in senior living marketing is quantifiable, and benchmarking is a critical part of our strategy. We measure progress by analyzing KPIs from onboarding through ongoing optimization. We like to look at where the client is when they first onboard. To do this, we conduct a [Total Online Presence Audit](#). Then, quarter to quarter we report our findings on clicks, impressions, engagements, and number of posts. If our optimizations are working, as well as the client is bought in with their end of the bargain, we should be seeing a steady increase Q2Q. For paid social, we look at impressions, clicks, click-through rate, and conversion rate, but **goals should be set before-hand, so you have something to measure that against.**

Want to see how your social presence stacks up against industry benchmarks? [Book a consultation](#) with us to review your metrics, identify opportunities for improvement, and build a strategy for sustained growth.

Our Recommendations for Each Social Platform

Facebook

Companies on Facebook should post **AT LEAST 4-6 times per week and AT MOST every day.**

The best time to post is [between 9am to 11am and 12-5pm](#). However, we suggest focusing on the content rather than the time of day, since it is a media saturated world.

The best days to post are...all of them! There's no ideal day to post, but there's a natural dip on Sundays and Mondays.

The content posted on Facebook should focus on showcasing community lifestyle and culture. This includes resident activities and campus events such as game nights, outings, and themed dinners, as well as staff introductions and behind-the-scenes content. Family testimonials and success stories also perform well, helping to build trust and engagement.

Educational content should be mixed in, including blog posts on senior living trends, caregiving tips, and funding options. Guides, checklists, and virtual tours are effective for providing value to prospects and helping them in their decision-making journey. Video content, particularly walkthroughs of community amenities, is highly engaging and encourages website visits.

Pro Tip: Posts featuring residents and staff members consistently outperform stock images or generic graphics. Prioritizing authentic, people-focused content leads to stronger engagement and a more compelling brand presence.



Instagram

Companies on Instagram should post around 4-6 times per week. **PRO TIP:** You can easily cross post on FB and IG since they are both owned by Meta. Save yourself an extra step and post to both platforms simultaneously.

[Here's how.](#)

- The best time to post are between 3pm and 9pm and between 5am and 8am.
- Mondays, Tuesdays, and Thursdays tend to see the highest engagement.

LinkedIn

Senior living operators should post industry-related articles, blogs, and event updates to establish thought leadership. Conferences, webinars, and industry news help build credibility and engagement. A single corporate LinkedIn page is sufficient; individual communities do not need separate pages.

Companies on LinkedIn [should post at least once a day](#), especially if they're in the B2B realm:

- The best time to post on LinkedIn is between 6-11 a.m.
- The best days to post are Tuesday, Thursday, and Friday.

X

X (formerly Twitter) serves as a dynamic platform for senior living operators to engage with a broad audience, share timely updates, and participate in industry conversations. Here's how to effectively utilize X for your community:

Senior living operators can use X to share industry insights, highlight community life, and engage with their audience. Posting articles, blogs, and news helps establish thought leadership, while posting about events, resident stories, and daily activities showcases the community's vibrancy. Engagement is key—using relevant hashtags and interacting with industry conversations increases visibility and strengthens connections.

- Companies on X [should post 3-4 posts per day](#).
- The best time to post on X is [between 8-10am and 5-6pm](#).
- The best days to post are [Wednesdays and Saturdays](#).



YouTube

YouTube is a great spot to host videos. [2.7 billion people worldwide use YouTube per month](#). It is the top streaming app. Most YouTube users fall in the age group of 25-34 and 63% of YouTube watch time comes from mobile devices.

As an operator, we use ours to post things like webinars and podcasts. On the community side, YouTube is a great spot for testimonials, virtual tours, day-in-the-life videos, videos of activities, virtual events and more. Videos can be easily shared on social or embedded on websites.

You can categorize your videos with playlists and tag them using relevant keywords that might help users find your videos according to their searches.

Posting should occur on a basis of when video is created. When a video of any sort is created, add it to YouTube.

Pinterest

We recommend posting things like craft ideas, daily activities, wellness tips, or chef's recipes. Quality and relevance matter more than frequency. [Posting on a weekly basis is a good rule of thumb](#). A pin per day shows consistency and helps to build an audience.

Aim for relevance rather than trying to go viral. Saves, comments and follows will tell you if your Pins are resonating.

- Sunday, Monday and Tuesday are the [best days to post](#).
- The best times to post are between [12-8pm](#).

TikTok

TikTok is a fun platform that is easy to get sucked down the rabbit hole. The audience is huge, but there are a lot of niches. For example, booktok, gamertok, businesstok etc.

We recommend posting resident engagement like dancing videos, trends, a day in the life etc.

To be successful on TikTok, you should post regularly, let the audience get to know your residents, engage with the audience, answer their questions, respond to their comments, have fun with it, use trending music and keep up with popular trends.

Tik Tok continues to skew the younger folks. It can be great for showing lifestyle, but it can't be the sole breadwinner for promoting guides, blogs, events, scheduling tours etc.

- Posting should frequent [1-4 times per day](#).
- The ideal length should be [21-34 seconds](#).
- The best days to post are Tuesday, Thursday and Friday.
- The best times to post are between [10am-12pm and 4-10pm](#).

Video

Video is the most engaging type of content, even if it's just taking a blog and transpiring that into a 30-second video that the audience can consume in a different form. On the B2C side of things on Facebook, consumers want to see what mom is up to today or what dad is eating for dinner. Any way that we can see the lifestyle and culture is always the most engaging.

Short-form video is growing like a weed. If I can see a video of an event that was held, that is much more meaningful to me than just a stock image from the event promotion or a line of text talking about how the event went. I want to see it!

Examples: Repurposing written content, resident and team testimonials, slide-show of photos with music overlaid, resident activities, events, a day in the life of a resident, and behind the scenes videos from the chef of what's on the menu for the week.

Social media platforms all support short form video. Facebook and Instagram have reels, YouTube has YouTube shorts, and of course, there's TikTok. Most users of social media consume content from their mobile device, so keep in mind that both photos and videos should be optimized for mobile.



Notes for Success

You get what you give!

If you promote engaging content, you'll get good engagement. If you don't post, you won't see results. It's pretty simple. Have a goal. Quality over quantity.

When it comes to who should post, the answer is whoever can get involved and actively be engaged should do so. In senior living, most of the time it's activity coordinators, but anyone who is in the community and can snap some photos or video is great – as long as there aren't too many cooks in the kitchen.

To create a strong presence on social media for your community, it starts with the staff. If the staff is bought in, enjoys working where they do, and helps build engaging resident programs then the rest falls into place. From there, we encourage staff to take pictures and videos of the happenings around the community and post them to social media. If they don't feel comfortable using social media, we offer training.

We also encourage the staff to be advocates for the community. This includes personal testimonials and gathering resident testimonials. Resident testimonials are always a huge hit on social media. We love to hear residents' stories and why they like the community. If the culture and lifestyle at the community is enjoyable, then residents and staff enjoy engaging in the promotion. It becomes less of a task or a job if you really love the community.

A positive outcome from all of this is the community that is created online with supporters made up of family and friends who look forward to the content and seeing their loved ones on Facebook. If the right staff are there, it doesn't fizzle out.

Know before you go!

Develop personas to give your brand a voice. Understand your audience by knowing their demographics, their habits, what they like and dislike, and their goals. This requires research but is ultimately helpful since messaging to a single man in an active adult community is going to look different than a message to an adult daughter looking for memory care for her mother.

Social media continues to be a force to be reckoned with. While new platforms are introduced, the senior living industry's bread and butter has continued to be Meta (Facebook and Instagram). All communities should have a Facebook page. All operators should have a LinkedIn page. Visibility is important. Having a social media page also helps with SEO - your authority, relevancy, and usefulness. If someone Googles your community, they should see your Google Business Profile, but also your Facebook and LinkedIn pages. It helps for prospects to learn more about your business and community. It is always worth it, even if you're starting fresh.

Understand that social media is a part of top-of-funnel marketing. There are two main marketing goals here. Brand awareness, which is how easily recognizable your brand is to your target audience, and demand generation, which is getting your audience excited about your brand. A few things to look at when measuring at the [top-of-funnel](#) are: impressions, reach, website traffic, brand lift, average time on page, and bounce rate.

Definitions:

- **Engagement:** Actions that reflect and measure how much your audience interacts with your content.
- **Impression:** The number of times your content was seen, including multiple views from individual users.
- **Reach:** Total number of people who see your content.
- **Social Listening:** Monitoring social media content that is related to your brand.
- **Website Traffic:** In [Google Analytics](#), website traffic is broken into two core categories: users and sessions. Users represent unique visitors that visited your site once during a particular time frame.

Social Media Blog Library:

- [Senior Living Social Media Marketing – Our Approach](#)
- [Senior Living Social Media Marketing: Is It Time for TikTok?](#)
- [Should I be Using Threads for Marketing in Senior Living?](#)
- [Advertising on Social Media: What to Keep in Mind](#)
- [What's Trending in Senior Living Social Media Marketing](#)
- [Senior Living Social Media Marketing: Mistakes to Avoid](#)
- [Senior Living Social Media Marketing: Storytelling Tips](#)



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