



Did Mark Zuckerberg See This Coming?

By Wendy D'Alessandro

Facebook, the social network created on a college campus by a college kid, has been ditched by young adults and teens and embraced by the over-55 crowd.

My 20-year old son said we 'elders' shouldn't be surprised. "Why do you think we left Facebook? Parents and grandparents were stalking our pages." Okay, fair enough.

55% of Facebook's users are over the age of 50 and Baby Boomers are one of YouTube's [fastest-growing demographics](#), with time spent by adults over the age of 55 growing 80% faster than overall growth. And, it's worth noting, [a Google/Ipsos study](#) on reaching today's Boomers online found that nearly 60% of Baby Boomers watch online video and 3,600 Boomers Google "YouTube" every minute of every day.

"There are real and measurable value and power in video," explains Reid Gilbert, Director of Marketing at HeartLegacy, a Senior Housing Forum partner. "Video accounts for about 80% of internet traffic today, according to Cisco. Study after study confirms people are watching more online video than ever, especially short-form content. Senior living marketing teams can reap big rewards by integrating video into their marketing plans."

Take a look at HubSpot's most recent data:

- 83% of consumers would consider sharing enjoyable video content with their friends
- 81% of people have been convinced to buy a product or service by watching a brand's video
- 70% of people view brands in a more positive light after watching a video
- Video used on landing pages increases conversion by 86%
- Video content is 50 times more likely to drive organic search results

Video has earned its place in a marketer's toolkit.

The question is, with resources limited, time scarce, and budgets tight, how can senior communities create quality video content that's affordable, engaging, and true to their brand?

With HeartLegacy, it's not as hard or expensive as you might think.

HeartLegacy enables users to create authentic marketing videos that deliver an emotional component, resonate with viewers, and reflects the personality and culture of the organization. HeartLegacy-produced marketing videos:

Highlight and share activities and events to showcase community life, increase awareness of programs/services, differentiate communities from competitors, and generate leads and referrals. Take BMG Senior Living. The marketing team has boosted social media engagement metrics and provided a consistent output of high-quality marketing content using HeartLegacy. Take a look: [It's Red Nose Day at The Blake](#)

Profile community staff so prospects can get a feel for the people, personality, and culture. Staff profiles are also useful recruiting tools, giving prospective employees a peek at what it's like to work at your organization. Check it out: [The Blake at Lafayette Executive Director Profile](#)

Let others do the bragging for you. Prospects and adult children can learn what community life is like from those who live there and visit. Resident and family testimonials can also offer reassurance and provide answers to common questions and concerns. Here's a look: [Town Village Audubon Park Resident Testimonial](#)

"We create every marketing video with purpose, driven by objectives that help our customers stand out and convey what modern senior living truly looks like," says Reid.

All You Need is an App

Staff can capture video and photos anywhere, anytime, using [HeartLegacy's app](#). Once captured, content is securely uploaded to HeartLegacy for editing and branding. HeartLegacy's app also provides an added layer of security, preventing staff from accidentally posting content directly to social media.

Professionals Handle the Rest

HeartLegacy's team of editors takes over from there. "I can't emphasize enough how important it is to have your marketing videos properly edited," explains Reid. Already equipped with an understanding of the organization's brand and marketing objectives, HeartLegacy creates a beautifully edited video that showcases the spirit of the community and upholds the standards of the community's brand.

Turnaround time: just a few days.

Watch [this short video](#) to learn more about the benefits of professional editing.



This article has been brought to you by [HeartLegacy](#) in partnership with [Senior Housing Forum](#).

