

# Program Summary

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## Why a New Digital Media Platform?

American Seniors Housing Association (ASHA) created [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org) to educate consumers about senior living options. This unbiased, consumer-centric website and social media movement will help individuals and their families feel less overwhelmed and more empowered as they explore the connection between where you live and how well you live as you age.

## What Are Our Goals?

- Educate seniors and their families about senior living options.
- Provide unbiased information to help guide their senior living decisions.
- Prompt greater awareness and early planning to increase market penetration and growth potential.

## What's Included in the Program?

- Website: [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org)
  - Videos, articles, checklists, infographics, glossary and resource lists are free to use
- Facebook page: [www.facebook.com/WhereYouLiveMatters](https://www.facebook.com/WhereYouLiveMatters)
- Twitter page: [www.twitter.com/asha\\_wylm](https://www.twitter.com/asha_wylm)
- Hashtag: **#WhereYouLiveMatters** to follow the conversation
- Promotional toolkit: [WhereYouLiveMatters.org/Join-The-Movement](https://WhereYouLiveMatters.org/Join-The-Movement)

## What Are the Benefits to You and Your Organization?

- Free resources and perspectives from experts and families let you:
  - Tailor information to specific objections during the sales process
  - Accelerate the sales cycle
  - Position your community as a thought leader
  - Gain a competitive advantage by giving unbiased perspectives
  - Educate new employees and better train sales associates
- Downloadable, printable resources (checklists by care level) to include in sales collateral packages
- Multiple content formats (articles, infographics, checklists, videos, social posts)
- Results to expect:
  - Better-educated consumers
  - Better-educated, more confident sales staff
  - Improved team understanding of the senior living industry

## How Can You Spread the Word?

- Encourage your team to use the site as a resource with prospects and adult children
- Link to [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org) from your website
- Like [Where You Live Matters](https://WhereYouLiveMatters.org) on Facebook and follow [@ASHA\\_wylm](https://twitter.com/asha_wylm) on Twitter
- Download, print, email or share relevant articles, checklists, infographics and videos with staff, prospects and their families
- Submit positive stories, including articles and/or photos to [content@whereyoulivematters.org](mailto:content@whereyoulivematters.org)

## How to Use the Where You Live Matters Program

### Online:

- Email prospects links to articles, videos or downloads to help educate them about senior living
  - Use the website's Share button and send content by email
- Supplement your community's collateral packets with content from the site
- Link to [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org) from your website
- Use content links in your blog
- Cite research stats from [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org) in your sales presentations
- Add a line to emails, printed materials and sales presentations: "To learn more about senior living and your options, visit [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org)"
- Print care level visit checklists to position your community vs. competition
- Ask a member of your staff to contribute a senior living educational article by emailing it to [content@WhereYouLiveMatters.org](mailto:content@WhereYouLiveMatters.org)
- Distribute a news release to gain publicity by positioning your community as a partner with *Where You Live Matters*
- Share [WhereYouLiveMatters.org/Join-The-Movement](https://WhereYouLiveMatters.org/Join-The-Movement) with your marketing team

### On Facebook:

- Like [Where You Live Matters](https://WhereYouLiveMatters.org) on Facebook
- Share posts from [Where You Live Matters](https://WhereYouLiveMatters.org) to your personal Facebook or community's Facebook page
- Encourage staff, residents and prospects to like us and engage on Facebook
- Share [WhereYouLiveMatters.org/Join-The-Movement](https://WhereYouLiveMatters.org/Join-The-Movement) with your social media manager
- Incorporate *Where You Live Matters* content on your community's Facebook page
- Share content from [WhereYouLiveMatters.org](https://WhereYouLiveMatters.org) to your community's Facebook page twice per month
- Add **#WhereYouLiveMatters** on Facebook posts that relate to how where you live affects how well you live

### On Twitter:

- Follow us on Twitter: [@ASHA\\_wylm](https://twitter.com/ASHA_wylm) and mention [@ASHA\\_wylm](https://twitter.com/ASHA_wylm)
- Retweet tweets from [@ASHA\\_wylm](https://twitter.com/ASHA_wylm)
- Encourage staff, residents and prospects to follow us and engage on Twitter
- Share [WhereYouLiveMatters.org/Join-The-Movement](https://WhereYouLiveMatters.org/Join-The-Movement) with your social media manager
- Incorporate *Where You Live Matters* content on your community's Twitter pages
- Add **#WhereYouLiveMatters** on Twitter posts that relate to how where you live affects how well you live

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**For more information, please email [content@whereyoulivematters.org](mailto:content@whereyoulivematters.org), and we'll be in touch soon. Thank you in advance for your support.**