



To increase enthusiasm in your communities about the power of digital, therapeutic engagement, it is important to find ways to share interesting information about the Linked Senior program outside of the residents using it each day. The story of how individualized therapeutic engagement can decrease the reliance on anti-psychotic drugs, reduce the need for unnecessary hospitalizations and decrease the risk of falls, is a powerful one. Share your message with family, friends and the greater community using some of the following strategies.

SHARE YOUR STRATEGY

- 1 Press Releases:** One way to receive attention for your therapeutic engagement program is to write a brief press release that can be sent to local media outlets including newspapers and magazines. Look for opportunities to partner with local newspapers, radio and TV stations as well.
- 2 Community Events:** Many local communities hold health fairs and family centric activities throughout the year that you can attend. Another avenue would be holding an event at your senior community so that interested individuals can talk to residents about their experience with Linked Senior and even spend time using the platform together.

3 Strategic Marketing: In order for your marketing team to create convincing messaging around the success stories of a therapeutic engagement platform, they should be able to spend time using Linked Senior and talking with residents, families and staff to hear from them directly about their experiences. Use professional photos to show special moments of engagement and be sure to engage the community using social media platforms.

4 Stretch Your Budget: Budgets can be tight but that doesn't mean you are limited in the activities you can plan for engagement! Simply use the following techniques for being creative with the money you do have:

- Recruit Help: Volunteers come in many shapes and sizes. If your community is near a university or a high school, be sure to advertise volunteer opportunities. If there is a large older adult population, find a way to reach out to baby boomers looking for unpaid opportunities.
- Collaborate with local schools and churches for intergenerational programs and possibly split the costs for supplies if they are needed.
- Use resources from the community including the library for new books, old magazines, movies, etc.
- Start a fundraiser by hosting a bake sale or craft show.
- Ask for donations by advertising your needs in a monthly newsletter.

Linked Senior has created cue cards and other resources to help you, they're available at linkedsenior.com. As always, feel free to contact us if you have any questions or want to learn more!