

EXECUTIVE SUMMARY

THE MOST INFLUENTIAL BRANDS IN SENIOR LIVING

Evolving in part from our daily coverage of the senior living industry — but also in-depth research into social media marketing and top senior housing providers' strategies to build their online presence— we've collected and organized dozens of key data points about both senior living top provider and non-provider online influencers in the space.

The Most Influential Brands In Senior Living Report will highlight the opportunities social media offers to the senior living industry, and why now is the time for providers to develop their online presence. It will also discuss what leaders on the social media front are doing to effectively communicate their brand and engage their intended demographic via social media, and show how companies can make best use of their resources to gain a competitive edge online.

Learn even more about the business of senior living by staying in touch with Senior Housing News' daily news updates @srhousingnews and by visiting seniorhousingnews.com

ABOUT SENIOR HOUSING NEWS

Senior Housing News (SHN) is the leading source for news and information covering the senior housing industry.

With a national reach of over 30,000 professionals SHN readership includes senior housing operators, developers, banking institutions, real estate investment trusts, private equity, and service providers catering to the industry.

SHN provides a cutting edge and targeted platform unlike any other publication, giving you the opportunity to reach decision makers every day.



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INTRODUCTION

Likes. Shares. Retweets. Those are the cornerstones of social media vernacular, used to measure consumer engagement in an evolving online marketing landscape. And the social media terrain is one that is becoming ever more crucial for companies looking to expand their consumer base. Senior living has historically been behind the curve, as industry leaders grapple with how to use social media to their advantage and what resources to allocate to make its use profitable.

But, in recent years some providers are making strides in communicating with prospective residents and their families through Facebook, Twitter and additional online social media channels — while others are just starting to get their feet wet.

Of American Seniors Housing Association's (ASHA) top 25 providers, 96% are on Facebook and 72% are on Twitter. For this report, we evaluated metrics related to ASHA's top 25 largest providers' Facebook, Twitter and Pinterest accounts.¹ The frequency of engagement — shares, likes and retweets — was weighted heavily in our evaluation of a senior living provider's social media presence.

While senior living providers have been ramping up their online efforts in the past few years, particularly in 2014, many say they are continuing to adapt their strategies to reflect both the changing senior housing resident and evolving technology landscape. And no two strategies are alike.

Brookdale Senior Living (NYSE: BKD)² and Sunrise Senior Living (NYSE: SRZ), both among ASHA's top five largest operators, rank highest among their senior living peers when it comes to having the most influential brand presence on social media.

But being one of the largest providers doesn't mean that company has the largest social media presence, our research shows. While some companies benefit from the established presence of a large company or affiliate, smaller providers are carving out a niche in the social media landscape by promoting relevant content, or utilizing other innovative means to capture their target audience.

