

# Instagram & Pinterest for Aging in Place Professionals

A comprehensive 60-minute training session hosted by Esther C. Kane, CAPS, C.D.S., designed to help aging in place professionals leverage social media to connect with families who need their services most.





# 1. Introduction

Welcome!

"Hello everyone! I'm Esther Kane, a Certified Aging in Place Specialist and retired occupational therapist. I'm so glad you're here today for this session on *Instagram and Pinterest for Aging in Place Professionals*.

Whether you're a contractor, interior designer, therapist, or senior move manager, this training will show you how to use these platforms to get seen, build credibility, and connect with the families who need your services most."

## What You'll Learn

"By the end of this session, you'll know:

1. The difference between Instagram and Pinterest – and which one fits your business best
2. How to create simple posts that attract the right people
3. How to use hashtags and keywords so people can actually *find* you
4. How to schedule your posts easily, even if you're not tech-savvy
5. And most importantly – how to turn followers into leads."

## ☀️ 2. Understanding Instagram vs. Pinterest

### Instagram = Connection

"Instagram is all about *connection and storytelling*. It's primarily social. You post photos, videos, and short reels that show the *human side* of your business – your projects, your clients, your before-and-after stories.

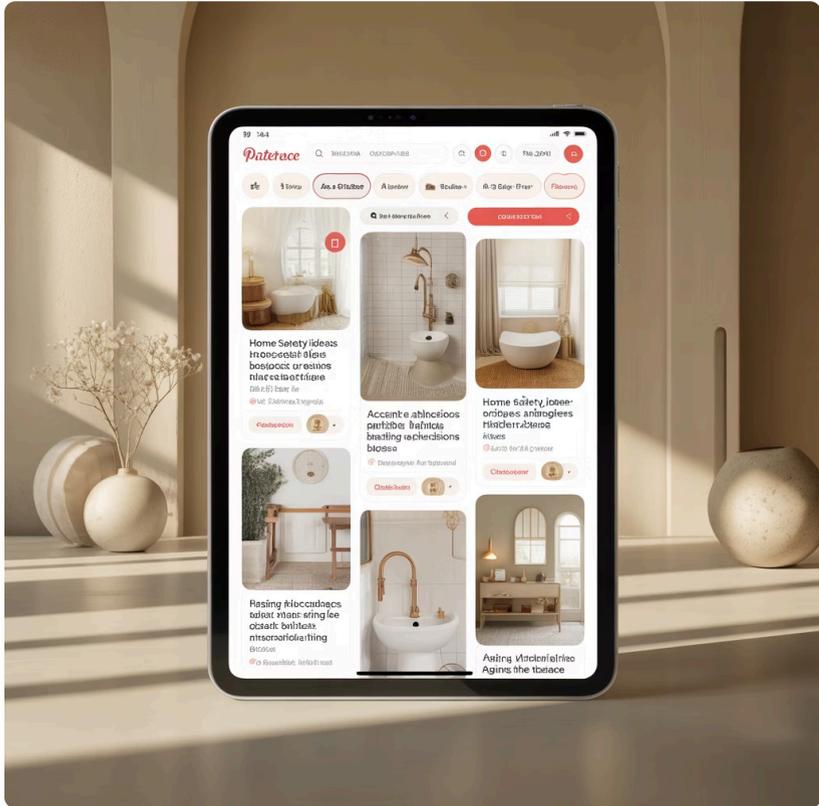
It's great for professionals who want to *build relationships and trust* – like home modification specialists, therapists, or realtors."

#### Examples:

- Share a 15-second reel of a bathroom grab bar installation.
- Post a testimonial quote from a happy client with a smiling photo.
- Share a behind-the-scenes shot of you doing an assessment.

Instagram is great for brand awareness and building a community.





## Pinterest = Discovery

"Pinterest is a *search engine for ideas*. When people go on Pinterest, they're planning — not scrolling. They might be searching for 'safe bathroom ideas for seniors' or 'how to design a home for aging in place.'"

That's where your content can show up! Each pin links directly to your website or directory listing."

### Examples:

- Pin images of accessible kitchen designs.
- Create a pin for your blog post titled '*Top 10 Home Modifications for Aging in Place*'.
- Pin infographics like 'What Makes a Bathroom Senior-Friendly?'

# Which One Should You Use?

## Start with ONE Platform

"You don't need to do both at full speed. Start with *one platform* where your audience already is.

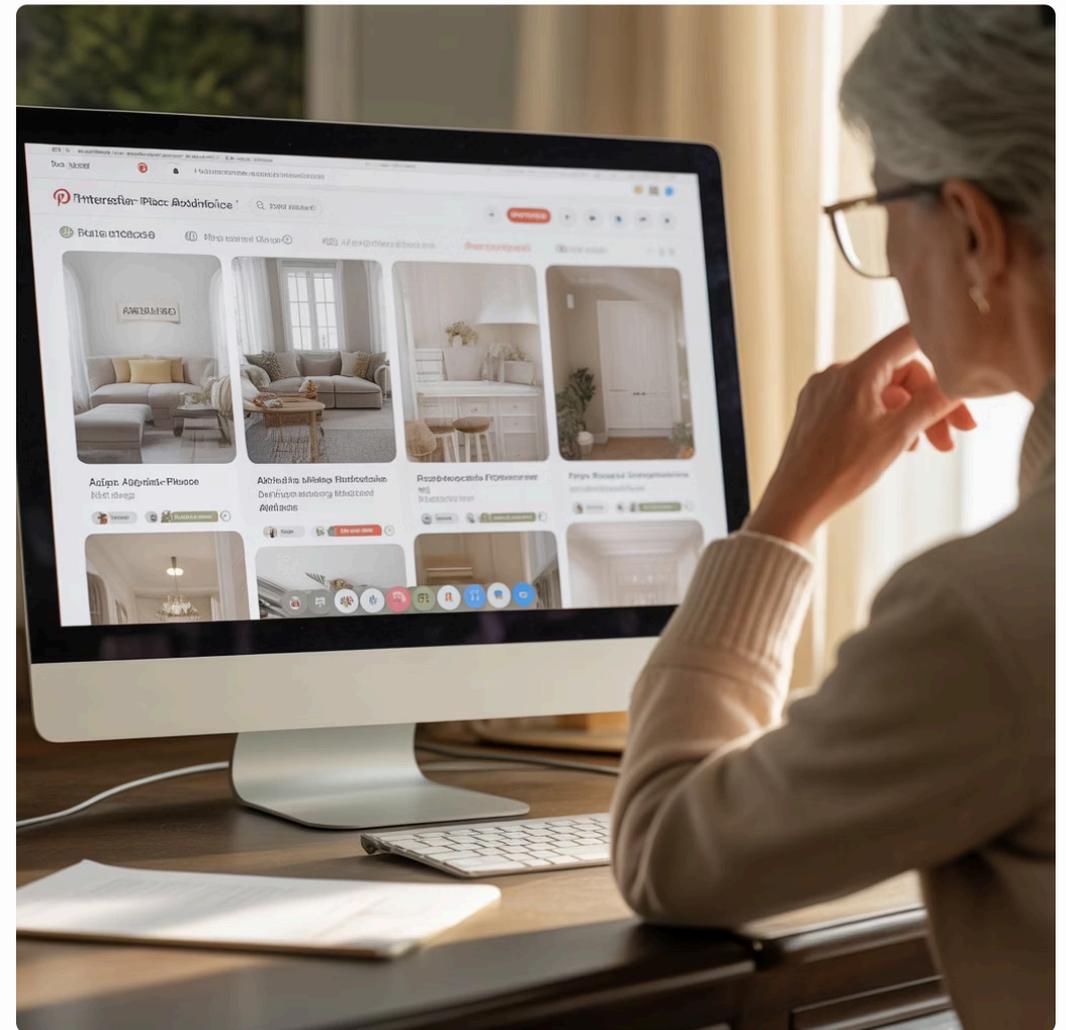
### Choose Instagram if:

Your clients are **local** and want to get to know you



### Choose Pinterest if:

Your clients **research online** before contacting anyone





## 3. Setting Up or Cleaning Up Your Accounts

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### Your Bio Matters

"Your bio is like your business card. Keep it simple and clear. Here's a great formula:

- Who you help
- What you do
- How to contact you

#### **Example:**

'Helping older adults live safely at home |  
Certified Aging in Place Specialist | Albuquerque,  
NM | Visit [Yourwebsiteaddress.com](#)'"

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### Profile Picture

"Use your headshot, your company logo, or even a photo of your team. What matters most is that it looks friendly and trustworthy."

Don't have a professional headshot? No problem, you can get several at [Aragon.ai](#).

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### Link

"You only get *one* clickable link in your Instagram bio. Use it wisely – link to:

- Your directory listing
- Your main website
- Or a page with all your links (like Linktree or the free version of Later)."



## 4. What to Post

### Instagram Content Ideas

"Here are five easy post ideas that always perform well:

#### 1 Before and After Photos

Everyone loves transformations.

#### 2 Client Stories

Share permission-based testimonials.

#### 3 Safety Tips

Quick wins like 'Add non-slip strips to bathroom floors.'

#### 4 Behind the Scenes

Show your tools, your truck, or your planning process.

#### 5 You in Action

A short video of you demonstrating a grab bar installation or home assessment.

# Pinterest Pin Ideas

"Pins can be images, infographics, or short videos. You can make them easily in **Canva** (free version is fine!). I use Ideogram.ai and a prompt to create images for my Pinterest boards.

Think of Pinterest like your visual brochure:



Share Checklists

e.g., 'Home Safety Checklist for Seniors'



Photo Collages

Post photo collages of accessible design ideas



Use Keyword Titles

- 'Fall Prevention Tips for Aging Adults'
- 'Easy Bathroom Modifications for Seniors'

## Content Tip for Non-Tech Folks

- ❏ "You don't have to start from scratch! If you already write newsletters, blogs, or have photos – reuse them. Take one photo from your workday, add a short caption like: 'This new shower seat makes it safer for my client to bathe independently.' Done! That's a post."

## 5. Hashtags & Keywords

### Instagram Hashtags

"Think of hashtags as your filing system. They help people find your post. Use 5–10 hashtags that describe what you do, where you are, and who you help.

Example:

#AgingInPlace #SeniorSafety  
#HomeModifications  
#OccupationalTherapy  
#FallPrevention  
#AlbuquerqueContractor

### Pinterest Keywords

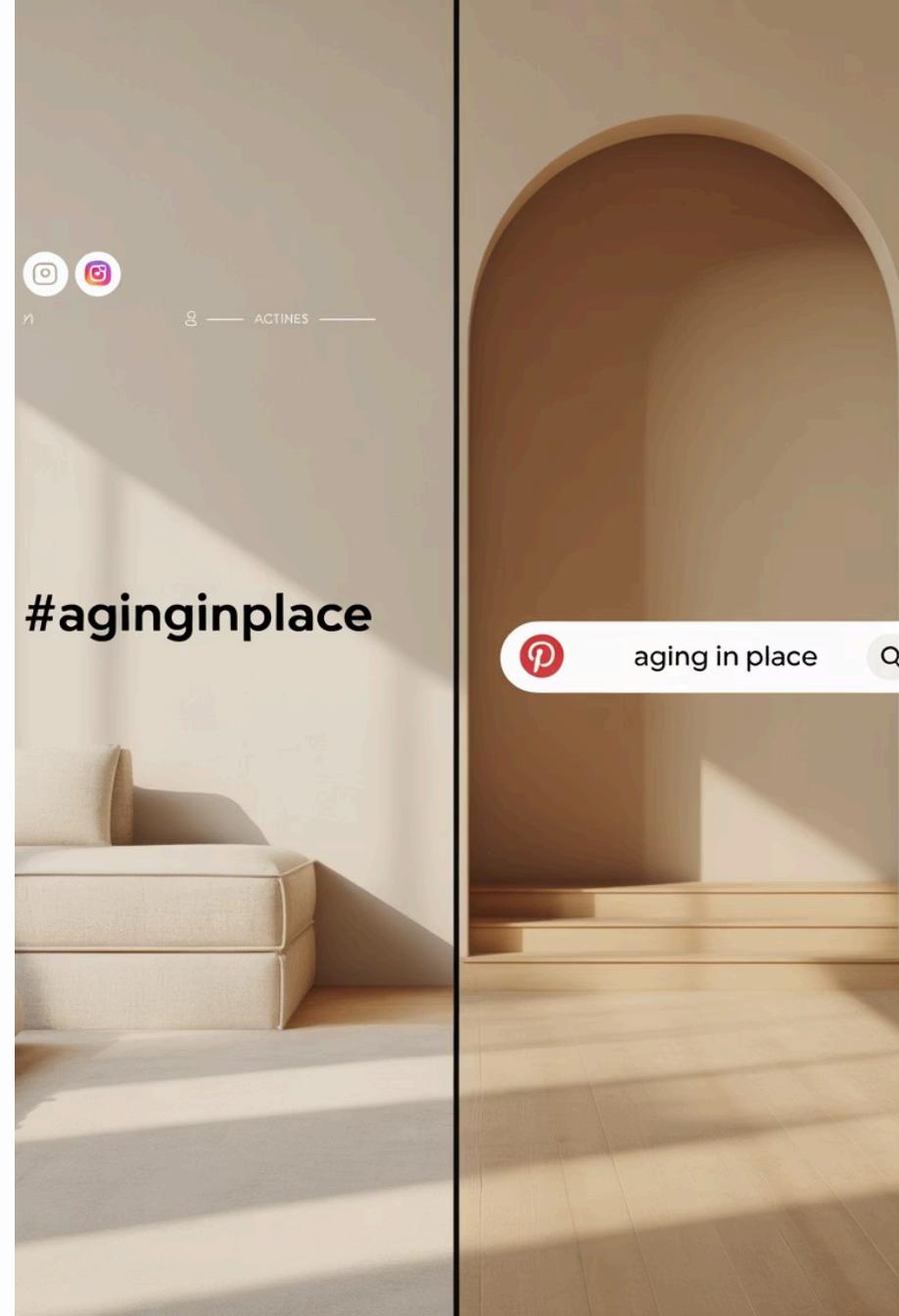
"Pinterest works more like Google. When you create a pin, use keyword phrases in:

- The pin title
- The description
- The board name

Example:

**Pin title:** *'Grab Bar Placement for Seniors'*

**Description:** 'Learn how to install grab bars safely for seniors at home to prevent falls.'



# Prompt: Instagram Hashtag Generator

*Personalize the following prompt and then copy and paste it into your favorite AI program.*

You are an expert social media strategist specializing in Instagram growth.

I need you to generate the most effective, relevant, and high-engagement hashtags for my post.

**Topic:** [insert your topic here – e.g., senior safety tips, aging in place, home modifications, caregiver advice, etc.]

**Audience:** [insert your audience – e.g., family caregivers, older adults, aging-in-place professionals, etc.]

**Tone of the post:** [educational, inspirational, promotional, etc.]

**Goal:** [grow followers, increase engagement, promote a blog post, drive traffic, etc.]

Please include:

1. 10–15 **primary hashtags** (high relevance, niche-specific)
2. 5–10 **secondary hashtags** (broader reach, trending or general audience)
3. 5 **community or branded hashtags** (for ongoing use or audience building)
4. A short **caption-style paragraph** showing how they could naturally appear in the post.

Make sure hashtags are a mix of **high, medium, and low competition**, and avoid banned or overly generic ones like #love or #instagood.

# Prompt To Create Pinterest Titles & Descriptions

*Each Pinterest Pin should link to a page on your website or facebook, linkedin, etc. Take the URL of wherever you want the user to go and use it with this prompt.*

Please scan the following URLs and write a unique SEO Highly clickable and fun Pinterest title and description for each URL. The description must be in a paragraph format and a max of 400 characters. Do not add emojis. Make the titles and descriptions relevant to the topic of the page. Match as many relevant official Pinterest interests as possible. Be clear and compelling about the title and why people should click through and read more.



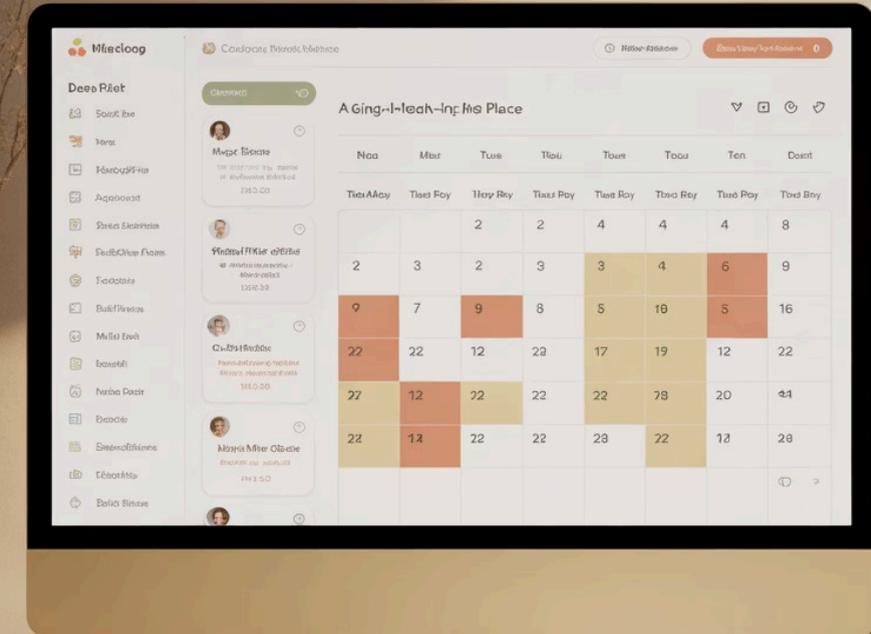
## 6. Scheduling & Time Management

### Simplify Your Workflow

"You don't have to post every day. Start with 1–2 posts a week on each platform.

Use tools like:

- **Buffer** or **Later** to schedule posts in advance
- **Canva** templates to make posts quickly
- **Pinterest Scheduler** built right into Pinterest Business accounts."



## 7. Turning Followers into Leads

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### From Likes to Leads

"Don't just post and hope. Every post should make it easy for someone to reach you. End your captions with a soft call to action:

- 'Looking for a safer bathroom design? Message me.'
- 'Need help modifying your home? Click the link in my bio.'"

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### Engage With Your Audience

"Engagement builds trust. Take 10 minutes a few times a week to:

- Reply to comments
- Like and comment on other local professionals' posts
- Follow senior-related hashtags and join the conversation."



## 8. Real-Life Examples

### Aging in Place Pros Doing It Right

"Here are examples to inspire you:

**Occupational Therapist**  
An OT who posts short reels of adaptive equipment demos.

**Contractor**  
A contractor who pins each project photo to Pinterest boards by room type.

**Senior Move Manager**  
A senior move manager who uses Instagram stories to share 'Moving Tip of the Week.'

## 9. Wrap-Up & Call to Action

### Recap

"Let's quickly recap:

- Instagram builds relationships
- Pinterest drives website traffic
- Consistency matters more than perfection
- Use your existing content and make small changes each week."

### Your Next Steps

"Start small – just one post or pin this week. Tag me or [AgingInPlaceDirectory.com](https://www.AgingInPlaceDirectory.com) if you share something, and I'll cheer you on!"

### Invitation

"If you're listed on [AgingInPlaceDirectory.com](https://www.AgingInPlaceDirectory.com), I encourage you to *add your Instagram or Pinterest links* to your directory listing. That way, families can find and follow you directly."



## Optional Handout Ideas

You could provide a simple PDF checklist or worksheet for attendees:



### Instagram Bio Template

Ready-to-use template for professional bios



### Pinterest Keyword Planner

3 columns: Topic, Keyword, Link



### Weekly Content Plan

Post idea + Image + Caption + Hashtag



### Tool List

Canva, Buffer, Later, Pinterest Scheduler



## Ready to Get Started?

### Remember

Start with one platform, post consistently, and focus on helping your audience. Your expertise in aging in place is valuable — now you know how to share it effectively on social media.