

Social Media Marketing Strategies for Aging-in-Place Professionals

Grow your visibility, referrals, and client trust — even if you're not tech-savvy.



What You'll Learn

Goal: Learn to use social media simply and effectively – no tech stress.

01

Choose the right social media platform

02

Set up your profile for visibility

03

Create engaging content

04

Build a local audience

05

Turn followers into leads

06

Maintain an easy posting routine

Step 1: Choose One Platform

Pick ONE to start:

Facebook

Families, caregivers, local groups

Pinterest

Can drive long-term website traffic

Instagram

Visuals, short videos, local hashtags

LinkedIn

Referral partners

YouTube

Evergreen tutorials

Nextdoor

Hyper-local exposure

 **Pro Tip:** For local business - make sure to create your Google Business Profile.



Step 2: Optimize Your Profile

Name:

Business + Service + City

Photo:

Smiling headshot or logo. You can use aragon.ai to create beautiful headshots for low price.

Bio Formula:

I help [audience] in [city] [achieve goal] without [big worry].

Add:

Phone, email, website, and service area.

Prompt: Create My Bio Formula

I want to create a short, clear, and engaging bio for my social media profile using this formula:

“I help [audience] in [city/region] [achieve outcome] without [big worry or obstacle].”

Please ask me the following questions one at a time, then help me craft 3 variations of my bio based on my answers:

1. Who is my main audience (for example: older adults, family caregivers, or other professionals)?
2. Where do I provide my services (city, county, or region)?
3. What specific result or transformation do I help people achieve?
4. What big problem, fear, or frustration do I help them avoid?
5. What tone do I want – friendly, professional, compassionate, or expert?

After I answer, please write 3 short bios (under 150 characters each) that fit different platforms (Facebook, Instagram, LinkedIn, and Pinterest). Make them sound natural, clear, and written for aging-in-place audiences.



Step 3: Create a Simple Brand Kit

- 2 colors, 1 font, 1 logo
- 3 action photos, 3 happy-client photos
- Written consent for all visuals
- Keep accessibility in mind: alt text & captions

This is not absolutely necessary, but it can really help you to keep your business organized.



What Is A Brand Kit?

Basically, it's a folder that you keep on your computer that has all your company concerning the look of your brand. So, this folder would include:

- Your Log
- Your Photograph
- Images of your business or any images you would use
- Colors of your logo, business card, website, etc.
- Font styles
- Templates you would use for an email or flyer, etc.
- List of the audience that you serve

It's basically a way to keep things organized so that as your business grows, you have this information organized for when you need to create new items, printed items, etc.

Step 4: Set Up a Lead Path

What a “Lead Path” Really Means

A **lead path** is the *step-by-step route* that someone takes to go from **discovering you online** → to **contacting you** → to **becoming a client or referral partner**.

Think of it as a **trail of breadcrumbs** you create for potential clients so they always know what to do next.

The 4 Steps of a Simple Lead Path

Step 1: Discovery (They find you)

This can happen when someone:

- Sees your post or pin on social media
- Finds your video on YouTube
- Searches for “aging in place help near me” and finds your website or Google Business listing

 *Your job:* Make sure they can instantly tell what you do and who you help.

Step 2: Interest (They click your link)

Once they click your **bio link** or visit your site, they should see:

- Who you help (“Families helping aging parents in Albuquerque”)
- What you offer (“Home safety assessments and modifications”)
- Why it matters (“Prevent falls, improve independence, and make life easier”)

 *Your job:* Keep it short, clear, and local.

Step 3: Action (They take the next step)

This is your **Call to Action (CTA)** – the one thing you want them to do next.

Examples:

- “Book a free 15-minute call”
- “Download my Home Safety Checklist”
- “Request a free quote”

 *Your job:* Make that button or link **obvious and easy to find**.

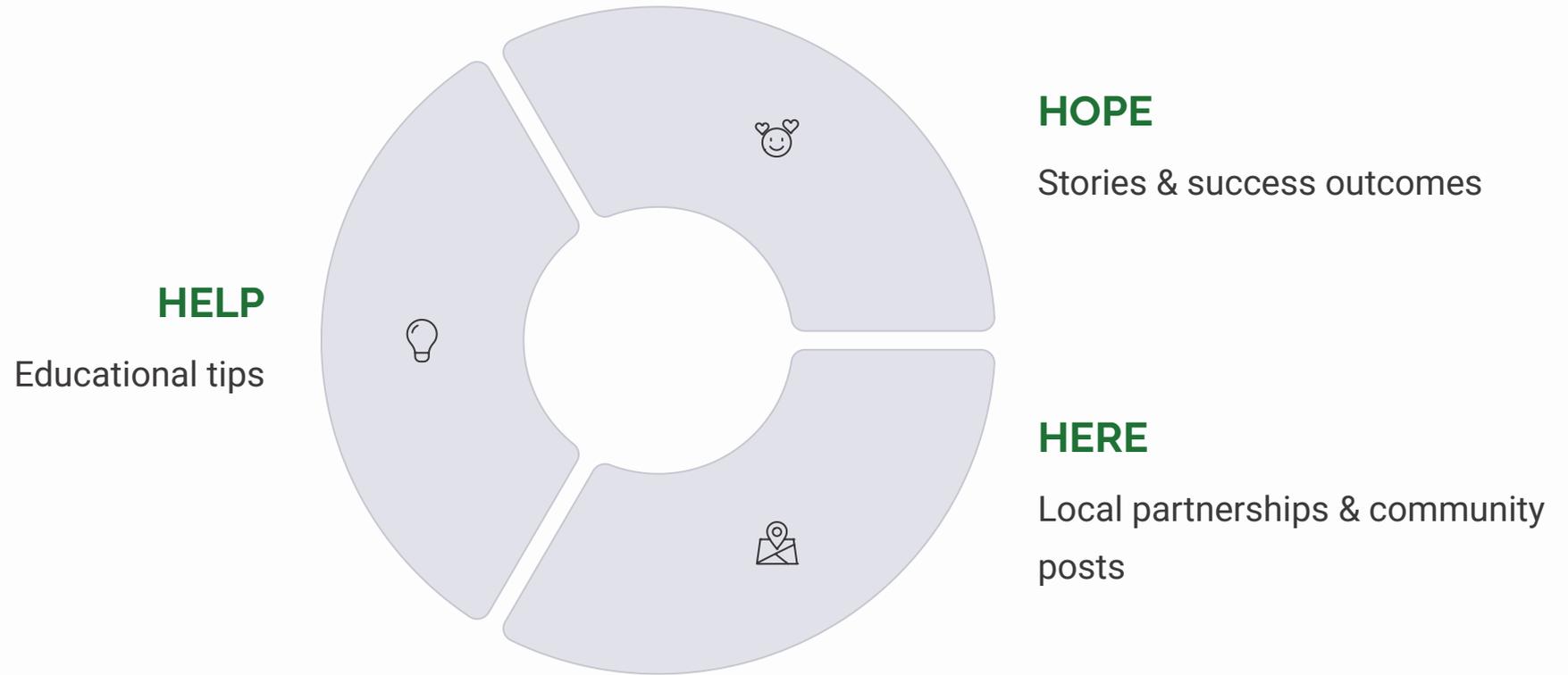
Step 4: Connection (You follow up)

Once they download or contact you:

- Send a friendly email or message thanking them
- Offer help or schedule a consultation
- Keep them on your email list for future tips or offers

 *Your job:* Nurture the relationship until they’re ready to hire or refer you.

Step 5: Three Types Of Content



Examples of **HELP** Content



"How to make your tub safer in 10 minutes"



"3 stair rail mistakes that lead to falls"



"What a home safety assessment includes"





Examples of **HOPE** Content



Client success story (with consent)



"Why I do this work" story



"A day in my life helping families stay home"

Examples of **HERE** Content



Local resource spotlight



Partner shout-out



Volunteer or event highlight



Step 6: Work In Batches

I find that doing my work in batches helps to streamline things. Seems to go faster. So, here's an example of my social media marketing "batch work".

01

Monday - I create at least 10 images for newsletters
I write all my newsletters

03

Wednesday - I create Pinterest Titles, Descriptions and
Image prompts

05

Friday - I create images for upcoming LinkedIn articles

02

Tuesday - I create Pinterest images

04

Thursday - I upload Pinterest pins to Pinterest, Facebook
and LinkedIn using the program Buffer.com

06

Saturday - I write 10 LinkedIn articles.



Step 7: Daily 15-Minute Routine

Part of social media marketing is responding to comments so leave time to do this in your daily routine as much as you can.

When someone follows you, thank them.

When someone leaves a comment, take a minute to comment back or thank them or just send an emoji.

Step 11: Track What Matters

Reach:

Are new locals seeing you?

Saves/Shares:

Did it help?

Clicks/Calls:

Did they take action?

Improve: Double down on saved posts. Re-record top tips. Ask partners to share.



Wrap-Up

Social media is **storytelling** — not selling. Show your care, share your knowledge, and stay consistent. Your community is looking for trusted professionals like you.



Call to Action

01

Download the handouts

02

Schedule your free 15-minute
Q&A

03

Start posting one helpful tip this week!