

LinkedIn for Aging-in-Place Professionals

Hi everyone! I'm so glad you're here.

Today we're talking about something that makes so many aging-in-place professionals sigh a little...

LinkedIn. Not because it isn't valuable, we *know* it is, but because it can feel overwhelming, confusing, time-consuming, or even intimidating.



If you've ever thought...

"I know I should be posting, I just don't know what to say..."

"I don't want to sound salesy..."

"I'm too busy actually helping clients to live online..."

"Does LinkedIn even work in our industry?"

You're in the right place.

This session is not about turning you into influencers.

It's about helping you:

Be visible

Be trusted

Build meaningful relationships

Attract quality referrals

...in a way that feels calm, professional, and doable.

WHO THIS IS FOR + WHY IT MATTERS

This training is for anyone serving older adults or family caregivers:

- Certified Aging in Place Specialists
- Contractors & remodelers
- Occupational therapists & healthcare professionals
- Senior services providers
- Mobility specialists
- Consultants
- And small business owners in the aging-in-place world



Why LinkedIn matters for YOU:

Older adults themselves may not always be on LinkedIn...

...but their **adult children** are.

And so are:

- healthcare partners
- referral sources
- contractors
- financial planners
- realtors
- senior living professionals
- local community partners

LinkedIn is where credibility is built, relationships start, and referrals happen.

SET EXPECTATIONS

Here's what we're going to walk through today:

01

Why LinkedIn is one of your most powerful marketing tools

03

How to stay visible without feeling like a marketer

05

What to avoid so you don't repel people

Sound good? Let's go.

02

How to set up a profile that says "You can trust me — I understand this world"

04

How to generate real conversations and referrals

06

And a simple action plan you can actually stick with

SECTION 1

Why LinkedIn Works for Aging in Place Businesses

LinkedIn is powerful because it does three things exceptionally well:





1 Visibility

If people don't know you exist, they can't hire you. If they forget you exist, they won't refer you.

LinkedIn helps you stay "top of mind."





2 Trust

This industry isn't just about selling gadgets or home décor. You are dealing with:

- safety
- dignity
- independence
- aging
- complex emotions
- family stress

People want someone they can trust.

Consistency on LinkedIn builds that.



3 Referrals

Most aging in place professionals grow from:

- word of mouth
- referrals
- relationships

LinkedIn is simply the *online version* of networking.

It's where relationships begin.

SECTION 2

Your Profile — Your Professional Storefront

If someone Googles you, your LinkedIn profile almost always shows up first.



Your profile needs to clearly communicate:



who you help



what problems you solve



why someone can trust you



and how to reach you

Let's talk through the important pieces.

◆ Your Headline

Most people put their job title here. That wastes one of the most valuable opportunities on your entire profile.

Instead, your headline should answer:

- Who do you help?
- What do you help them achieve?

Example:

Instead of: "~~Contractor~~"

Try: "Certified Aging in Place Contractor helping older adults live safely and independently at home"

Instead of: "~~Occupational Therapist~~"

Try: "OT helping seniors stay safe, confident, and independent in their homes"

This is clarity. And clarity builds trust.

Example of LinkedIn Headlines

The image shows a vertical list of six LinkedIn profiles, each with a circular profile picture, a name with a degree or certification, a job title, a location, and a 'Connect' button. Below each profile is a row of three small profile pictures and text indicating mutual connections.

- Susan Brown** • 2nd
Clinical Home Health Specialist
Atlanta Metropolitan Area
Tammy Brewer, CSA Certified Senior Advisor, Amanda White, MA Gerontology and 15 other mutual connections
- Christine Cavanaugh, CMC** ✓ • 2nd
Senior Sales Consultant, Village Park Milton
Alpharetta, Georgia, United States
Mark Shekerow, Christine Miller and 46 other mutual connections
- Charles Odhomi, MBA, LNHAP, ALCA** • 2nd
Executive Director - Harborview Health Systems
Mableton, Georgia, United States
Mark Shekerow, Kim McRae and 20 other mutual connections
- Natasha Berk** • 2nd
Co-Founder at Atlanta Senior Advocates, LLC
Atlanta, Georgia, United States
Mark Shekerow, Christine Miller and 34 other mutual connections
- Amy Smialowicz Fowler, MSW, LCSWA** ✓ • 2nd
Helping with grief and transitions
Asheville, North Carolina, United States
Jennifer Szakaly, MA, CMC, NMG, Abbie Vogt, MS, CMC, CSA, PAC-C and 5 other mutual connections
- Bill Holbrook** ✓ • 2nd
President at Trinity Life at Home
Alpharetta, Georgia, United States
Deborah Schwartz Griffin, Mark Shekerow and 55 other mutual connections

My LinkedIn Headline



Esther C. Kane, CAPS, C.D.S. She/Her

[Add verification badge](#)

Helping Seniors, Caregivers & Families Live Safe, Independent, Joyful Lives | Retired OT | CAPS & CDS | Co-Founder
AgingInPlaceDirectory.com & SeniorSafetyAdvice.com

Suwanee, Georgia, United States · [Contact info](#)

[2,191 followers](#) · [500+ connections](#)



-  Aging In Place Directory, LLC
-  Florida International University

◆ Your About Section

This is where people decide whether they:

- trust you
- relate to you
- and want to work with you

Good structure:

01	02	03
Who you help	The challenges they face	How you help
04	05	
Why you care	What to do next	

Think human. Not corporate.

Here's My About Information:

I help **older adults, family caregivers, and aging-in-place professionals** navigate the real-world challenges of aging safely, confidently, and independently at home.

For families and older adults, aging in place can feel overwhelming. You may be juggling fall risks, memory changes, home safety concerns, financial stress, emotional guilt, or simply not knowing where to start. There's often too much information, not enough trusted guidance, and huge decisions that feel scary because they matter so deeply.

That's where I come in.

Through **Senior Safety Advice** and **Aging in Place Directory**, I provide compassionate education, practical step-by-step guidance, and evidence-based strategies that help families make informed, confident decisions. I focus on realistic solutions, from fall prevention and home modifications to technology, caregiver support, and everyday living safety, so aging in place feels achievable rather than overwhelming.

But I don't only support families.

I also help **aging-in-place businesses, home modification professionals, senior service providers, and healthcare experts** grow, get visible, and reach the people who need them most.

I do this through:

- ✓ Marketing education and training
- ✓ Webinars and growth resources
- ✓ Visibility opportunities
- ✓ Strategic content and business guidance
- ✓ Community and collaboration

Because when these professionals succeed, seniors and caregivers get better access to trustworthy help, and that improves lives.

Why do I care so much?

Because aging isn't just a "topic" for me; it's a calling. I'm a retired occupational therapist, a Certified Aging in Place Specialist, and someone who has seen firsthand how the *right support at the right time* can keep someone safe, independent, and emotionally secure in the place they love most, home. No one should navigate this journey confused, alone, or unsupported.

If you are:

- A senior or caregiver looking for clear, compassionate guidance
- A professional working in the aging-in-place space who wants to grow, reach more people, and make a bigger impact

Let's connect.



Send me a message here on LinkedIn

or visit:

seniorsafetyadvice.com (for families & caregivers)

aginginplacedirectory.com (for aging-in-place professionals)

We're all aging. Let's make it safer, smarter, and more supported, together.

USE THIS LITTLE PROMPT TO CREATE YOUR OWN ABOUT INFORMATION

Write a great About section for me on LinkedIn -[Your LinkedIn URL Here]. It should include the following: Who you help, The challenges they face, How you help, Why you care, What to do next.



◆ Banner & Photo

Your banner should visually say:

"Aging in place, safety, expertise, compassion, professionalism."

Your face? Make it:

- warm
- approachable
- professional
- human

This is not glamour headshot energy. This is **"you'd trust me with your parent"** energy.

Tips On How To Create Your Banner

1) You can use Canva to create your LinkedIn Banner

2) OR - you can use this prompt to use on the program [Ideogram.ai](https://www.ideogram.ai) to create your banner.

Give me a prompt that I can use on Ideogram to create a banner for my LinkedIn account [Your LinkedIn URL]. Base it on the information above. Make sure to include the domain name [Your domain name] in the banner.

I did this on [Ideogram.ai](https://www.ideogram.ai) and this is the result I got...



3) If you have a headshot of yourself, you'll need that as well but if you do not, consider using <https://app.instaheadshots.com> to create a professional looking headshot.

◆ **Services + Featured Section**

Use this area to highlight:

a short video

your website

a brochure

an article

a free checklist

booking link

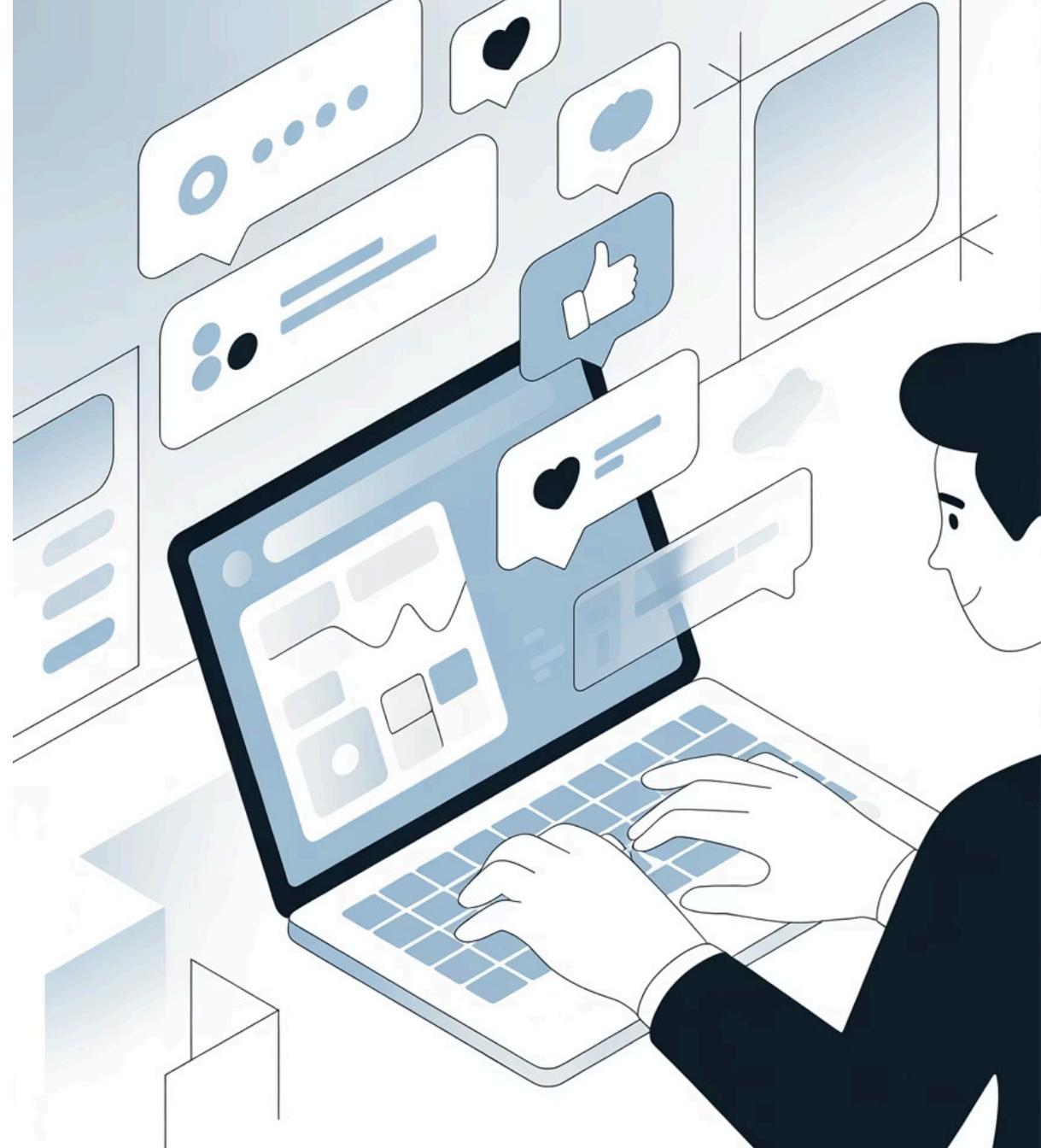
Make it easy for someone to learn more.

SECTION 3

Being Visible — Without Being Salesy

This is where people get nervous. They think
LinkedIn = nonstop self-promotion.

Nope.



LinkedIn is about being helpful, about educating.

Your presence should feel like:

“I'm here to educate.” “I'm here to support.” “I'm here to guide.”

Here are ways to stay visible without selling:

Simple Posting Ideas

Post content like:

- **Practical tips**
- **Stories from your work (protecting privacy)**
- **Things families should know**
- **Common "I wish we'd known sooner" lessons**
- **Success stories**
- **Before/after safety improvements**
- **Reassurance for worried caregivers**

Short. Kind. Human.



Just a note - your posts don't ALWAYS have to be just about your business. It can be related or just a personal note.

I wrote a post about an observation I had watching the movie The Towering Inferno.

So, have fun with your posts!

Engagement Matters More Than Posting

You don't have to post daily.

But if you can:

- Comment thoughtfully on other posts
- Like content
- Congratulate people
- Encourage others
- Answer questions

This still builds visibility.

Because people remember:

| "That aging-in-place professional is really helpful."

And helpful people get hired.

I just watched an interview recently of a woman who is building her business with LinkedIn and her strategy is a daily 20/20/20.

She connects with 20 new people every day (every single day).

She comments on 20 posts every day.

She spends 20 minutes creating content.

Now, IF you have a content calendar already set up - meaning that you have your topics already written down - it's easy enough to spend 20 minutes writing something with the help of an AI program.

What's My LinkedIn Routine?

This is what I'm doing (not to say it's the best, yet)...

1) I spend an hour or so creating a content calendar of 365 topics that I'm going to write about and I put that on a spreadsheet.

2) I spend an hour a week creating the images that I need for each of those 365 topics and I save those images in a folder on my PC.

This is the prompt that I use to create those images on [Ideogram.ai](https://www.ideogram.ai)

Given the title provided, create a prompt that will display a representation of the title and overlay the text of the title over the image. Write this in one complete paragraph. When completed, ask me for the next title.

3) I wrote a prompt that I use to create my LinkedIn articles. **(Obviously you change the information in this prompt to your own!)**

Step One: Write a professional LinkedIn article based on the TITLE given. Avoid using em dashes. Begin the article with a list of Key Takeaways. Use check mark icons for the Key Takeaways. The article should provide valuable insights, practical tips, or industry trends related to the topic, tailored to an audience of professionals who provide aging in place services. Use active verbs. The article should include unique and out-of-the box ideas and/or tips. The audience could encompass professions such as contractors, builders, aging in place home specialists such as CAPS, plumbers, electricians, geriatric care managers, interior designers, senior move managers and others serving seniors who are aging in place. Use a friendly yet professional tone, include relevant statistics or examples where applicable, and maintain a clear structure with headings and subheadings. Toward the end of the article, subtly introduce AgingInPlaceDirectory.com (and link this phrase to <https://aginginplacedirectory.com/>) as a resource for aging-in-place specialists, highlighting its benefits (e.g., increased visibility, access to targeted clients) without making it overly promotional. Conclude with a call-to-action that encourages engagement, such as asking readers to share their thoughts or explore more about the topic.

In the same section that you mention Aginginplacedirectory.com please include the following:

Get Recognized as an Aging in Place Professional Families Can Trust - Show families you're committed to excellence, compassion, and senior safety. Your listing helps people find qualified professionals who truly understand aging in place. Sign Up Now! (and link this phrase to <https://aginginplacedirectory.com/all-plans/>).

Once you're a member of the Aging in Place Directory you can join our private LinkedIn group to learn more from other AIPPs! Along with that you'll also get a weekly online webinar on marketing tips along with a monthly 2 hour live Zoom mastermind meeting.

Want to learn more about the Aging In Place Directory? Or would you like to be a guest on our podcasts? Schedule a meeting with Esther C. Kane, CAPS, C.D.S. at <https://calendly.com/seniorsafetyadvice/30-minutes-with-aging-in-place-directory-esther>

Step Two - Give a short 1 paragraph summary of the article.

4) I write and schedule 10 articles once a week into LinkedIn. Initially I took extra time and wrote and scheduled 30 articles so that I could always be a bit ahead.

And that's it! The other posts that come up on LinkedIn are my Pinterest posts that I publish not only on Pinterest but on Facebook as well.

Once in a while I do put up something extra - like an infographic or a video - but that's only occasionally.

5) Every morning, right after I check my email I check my LinkedIn. I try to respond to 20 comments / posts / messages. I look for at least 20 other people to connect with and I send out a short Hello and to the folks who are already following me, I send out 20 messages reminding them that I have a newsletter and a LinkedIn group that they can join.

Once you have the system set up - it really does not take a lot of time.