

How to make the most of your partnership in the Seniors Better Together Co-op Campaign.

Implement the following ideas as an official SBT Community Partner:

- **Provide SBT** with a trackable link to your desired website or landing page for use on www.seniorsbettertogether.com to better monitor analytics
- **Add SBT** provided logo with a link to www.seniorsbettertogether.com from your community's website
- **Provide resident and/or family testimonials** for SBT website (ongoing)
- **Display ad** on SBT website (if budget allows)
- **Create flyer** (print/digital) for use in communications with prospects and outreach partners about how seniors are better together at your community
- **Follow SBT** on LinkedIn and Facebook
- **Like, share and comment on every SBT post**, include a link back to your community's website
- **Add SBT** logo and announce community partnership to your community Facebook page
- **Announce community partnership** on your LinkedIn page
- **Announce community partnership** to current residents, family members, and staff
- **Announce community partnership** to referral sources and prospects (via email, include SBT logo and www.seniorsbettertogether.com)
- **Send a press release** to community's local media
- **Send a press release** to industry media if part of large company with several communities participating
- **Contact your local radio station** to arrange interview
- **Contact senior living podcast hosts** on LinkedIn to arrange interviews
- **Hang banner in lobby**, as a starting point for virtual and in-person tours (banners are available in SBT pop-up shop: <https://imagesource.ignitecx.com/SeniorsBetterTogetherFALL>)
- **Purchase t-shirts** for staff and/or other swag gifts for residents and prospects
- **Talk up SBT** at senior living networking group meetings. The more we get the word out, the more participation, the more effective we will be!
- **Participate in SBT** sponsored social media events at your community
- **Create and host your own SBT marketing events** that demonstrate how seniors are better together at your community

