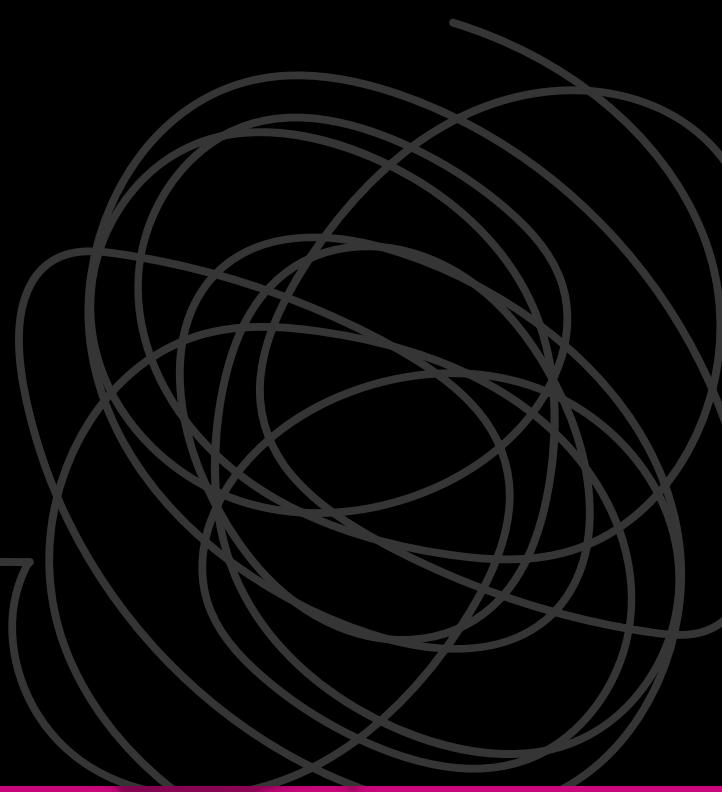


# SECRET WEAPON: AUTHENTICITY

## A HUMAN FIRST perspective on social platform engagement

Powered by **ADage**  
Marketing Group





# AUTHENTICITY

## Situation:

**Client:** Friends House is a Type C (fee-for-service) Life Plan Community, which means that multiple levels of care are available and residents pay only for the services and care if needed. Residents move into Independent Living homes (apartments, duplexes, cottages). Higher levels of care such as Assisted Living, Skilled Nursing and Rehabilitation are on campus in addition to Residential Living.

**Campus:** The residences and other buildings at Friends House are simple, durable, and constructed using sustainable building practices and materials reflecting the Quaker values that inspire everything we do at Friends House. The newly constructed Lodges and Duplex Cottages offer balconies and patios: a way to meet nature just a step outside your door. Wildflower-filled meadows, permeable pathways, and dark-sky exterior lighting also enhance the outdoor experience and environmental sustainability of the campus.

**Demographic Profile:** "Literally the most ethnically diverse community I have EVER seen ANYWHERE." - Adrienne Mansfield, co-founder of ADage Marketing Group. The community actively seeks and welcomes diverse residents; including religion, sexual orientation, race, etc. (even income!)

**Brand Promise:** "Founded by Quakers, Open to All."

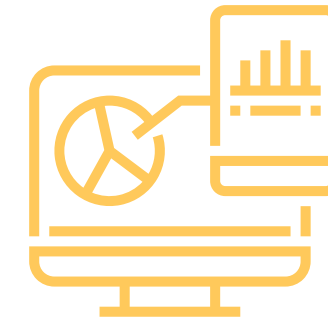
**Brand Mission:** Founded on Quaker values and open to seniors of all backgrounds and abilities, our mission is to build a community through caring. By connecting residents with other seniors, volunteers and staff, we nurture the physical, mental, emotional and spiritual well-being of all individuals.

**Value Proposition:** Reasons residents choose Friends House include:

- Close-knit, friendly community
- Higher levels of care available on-site
- Culture of self-reliance
- Endless opportunities to gather and share interests

## Challenge:

- 0 current social media activity
- multiple platforms setup with no access
- urgent staffing needs



## Approach:

Tell the story of the organization and the on campus experience using organic content sourced from the community through high-level communication and organizational commitment to sharing the community with others.

The goal of the campaign is continued positioning of Friends House as a senior living resource and member of the local community; while highlighting competitive differentiators, to:

- Attract like-minded employees, and dream customers via organic referrals
- Foster passion and motivation among employees
- Convert residents into passionate brand ambassadors
- Create a brand that's authentic

## Results:

30-Day Facebook Engagement Report:

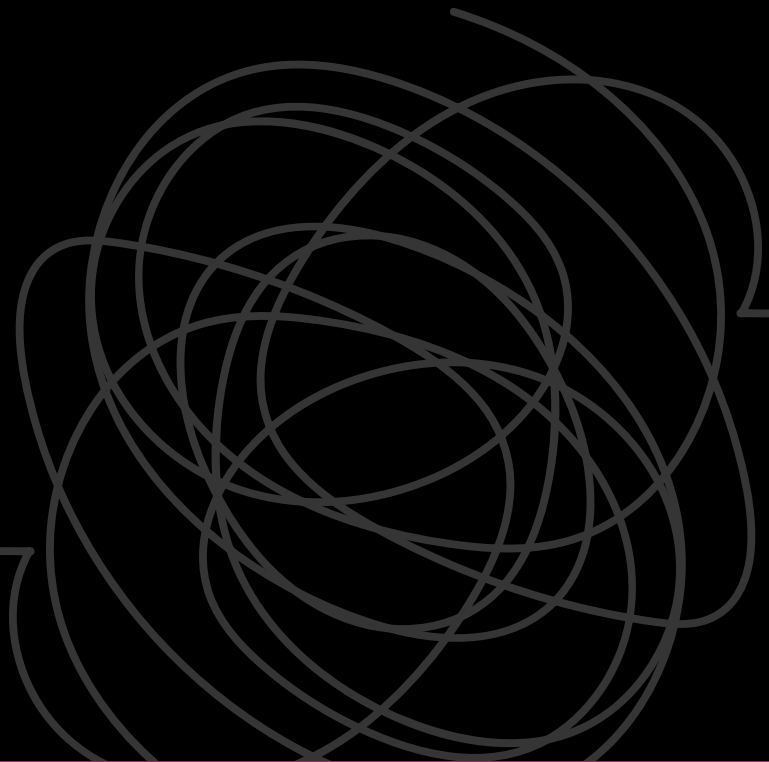
**19 to 575** Followers

**5,123** Post reach

**988** Post Engagement

**Top Post - Deer Video from Friends House Resident Nancy Rea**

**FOLLOW FOR MORE  
ACTIONABLE INSIGHTS!**



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