

Senior Living and Social Media: Anticipating Crisis Communications!

advocate educate innovate

LSN Annual Meeting and Exhibition: May 2, 2013



Facebook: Just the Facts



1 BILLION MONTHLY ACTIVE USERS

604 MILLION MOBILE USERS

OVER 1.13 TRILLION LIKES

219 BILLION PHOTOS UPLOADED

Social Media: Additional Facts



400 million “tweets” sent every day on **Twitter**



Over 4 billion hours of video are watched on **YouTube** each month



LinkedIn has more than 175 million users

Survey Results



- 73.4% read one or more blogs to keep up on subject matter they cover
- 55.5% use Twitter to research stories (up 19%)
- 73.4% use Facebook to research stories
- 97% use online newsrooms
- 54.3% seek audio or video material from corporate websites

Survey Results: Personal Use By Journalists



- 90.2%-Facebook
- 69.1%-LinkedIn
- 62.9%-Twitter

Where Else Was the Story?

twitter

Me glenwood gardens

Results for glenwood gardens

Tweets Top / All / People you follow

4 new Tweets

Laz Alonso @lazofficial 9 hrs
Im disgusted with the #911 call with the [#GlenwoodGardens](#) [#Nurse](#). They should get sued and shut down! Refused [#CPR](#) on a patient!
Retweeted 23 times
Expand

Spinderella @Spindeezy 10 mins
CNN news: 'Woman in **Glenwood Gardens** senior living facility dies after being denied CPR and daughter sides with facility'. WTH?!?
Expand

Pam Spaulding @pamspaulding 47 mins
Nursing Home CPR Case: **Glenwood Gardens** Defends Nurse Who Refused To Help Ailing Patient [_huff.to/ZW6K0u](#)
[View summary](#)

Beauty Coupons @BeautyCoupons_ 1 hr
Pictured: Elderly woman who died after nurse refused to give her CPR - Daily Mail [_bit.ly/ZW0DJA](#) [#health](#) [#news](#)
[View summary](#)

Rebekah Foster @bexnviolence 2 hrs
Just so you all know, I will perform CPR on anyone, anywhere, anytime if it's necessary. [#glenwoodgardens](#)
Expand

Ashli Smith @CreativewebC 3 hrs
Glenwood Gardens and that nurse should be ashamed of themselves!!! [#gma](#)
Expand

Where Else Was the Story?



Dan

@irishbadger18



Follow

Glenwood Gardens needs to be shut down -
it's a moral decision and they all just failed.
Cold-blooded

Reply Retweet Favorite
...More

9:05 AM - Mar 4, 2013



Andrew Kornberg @askornberg

28 mins

So our society thinks more of protecting from lawsuits, torts or
civil suits than a person dying, thats disgusting.

[#GlenwoodGardens](#)

[Collapse](#)

Reply Retweet Favorite
...More

9:20 a.m. - Mar 4, 2013 · Details

Where Else Was the Story?



Samantha
@ToriFan13



Follow

After the @GMA story & @yelp reviews, hopefully #GlenwoodGardens will change their policy. Or shut down.

m.yelp.com/biz/glenwood-g...

Reply Retweet Favorite
More

7:48 AM - Mar 4, 2013



Nick S
@NBomb



Follow

At Glenwood Gardens, we put our policies above the well-being of your loved ones.

cnews.canoe.ca/CNEWS/World/20...

Reply Retweet Favorite
More

Senior dies after nurse refuses to give CPR

An elderly woman living at a retirement home in Bakersfield, Calif. died after a nurse at the facility refused to administer CPR to save her, according to a clip of the 911 call.

Canoe @Canoe · Follow



8:05 AM - Mar 4, 2013

Where Else Was the Story?





0

3

Rob V.
Daly City, CA

★

★

★

★

★

3/3/2013

The only people that have left a positive review are no doubt the people who work there or their friends. Shame on you, and your "policy" of not giving CPR to an elderly person who is dying! When the fear of a lawsuit is greater than a moral and ethical obligation, then we have a break down in society, and you Glenwood Gardens are...OUT OF BUSINESS!! Start packing it up!!

Was this review ...?

Useful ✓ (20)

Funny ✓

Cool ✓

Bookmark

Send to a Friend

Link to This Review

Add owner comment

Where Else Was the Story?



Nurse Says NO To Doing CPR On Dying Patient - 911 Dispatcher PLEADS HELP HER - Lady Died

by thetejadas2 • 1 month ago • 5,631 views

Pls subscribe to keep the news and entertainment coming your way...thanks for



Retirement Facility Nurse refuses to give CPR, Elderly Woman Dies

by CrazyNews88 • 1 month ago • 3,325 views

BAKERSFIELD, Calif. -- Authorities say an elderly woman being cared for at a



Glenwood Gardens 911 call: Bakersfield retirement home woman dies after nurse refuses to do CPR

by Newsdailyplanet4 • 1 month ago • 436 views

BAKERSFIELD, Calif. -- A central California retirement home is defending one of



Nurse refuses to do CPR: hear the 911 call

by telegraphtv • 1 month ago • 10,156 views

A nurse's refusal to perform CPR on a dying 87-year-old woman at a California



My Response to the Glenwood Gardens tragedy

by blakstreetriderpro • 1 month ago • 111 views

You can read the story here: <http://tinyurl.com/bt58639> Listen to the call audio



Breaking News: Bakersfield Police Dept. - Glenwood Gardens Press Conference

by bakotube • 1 month ago • 397 views

HD



Elderly woman in nursing home dies after nurse refuses to perform CPR

by nomorcocktails • 1 month ago • 2,080 views

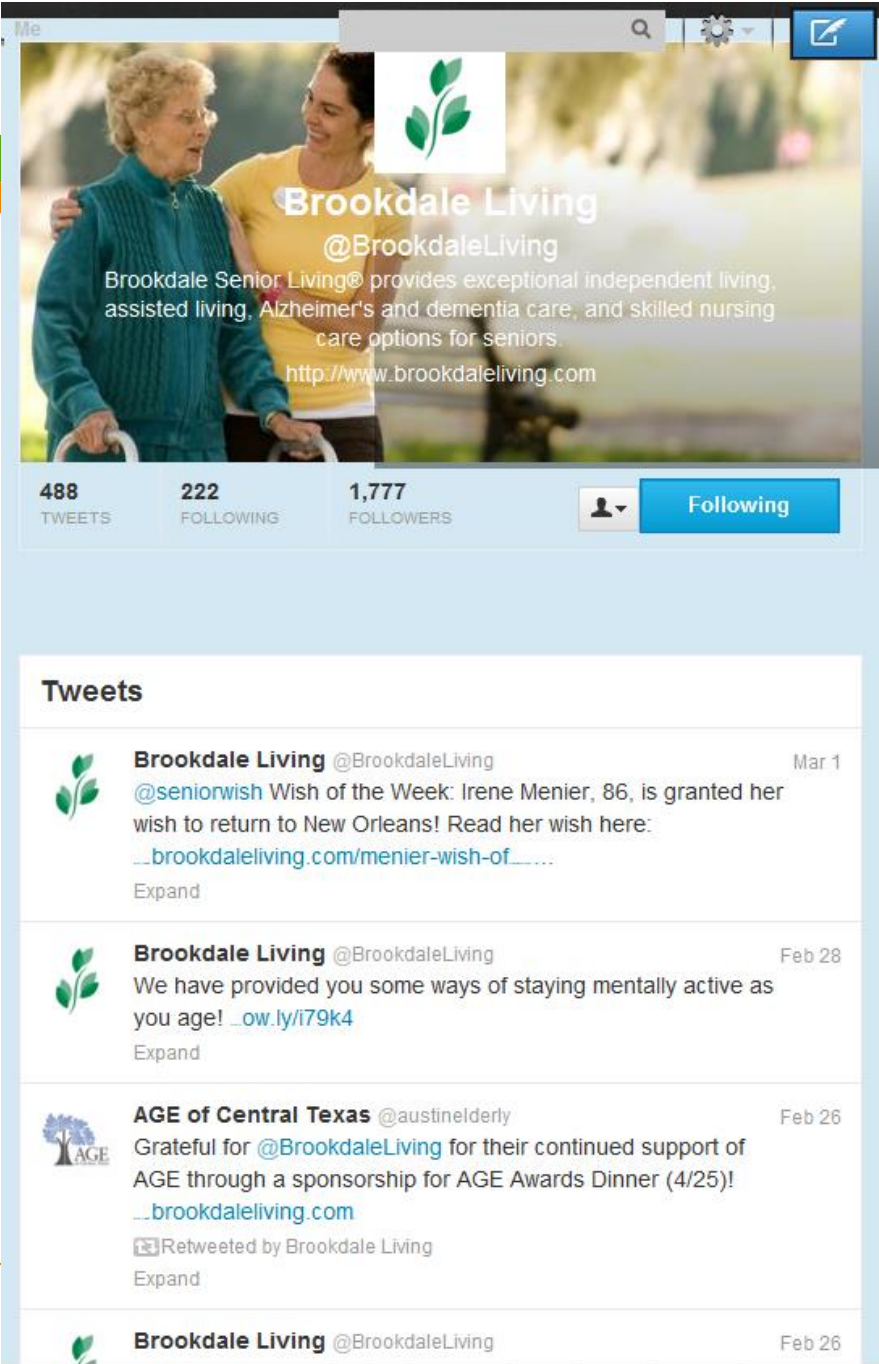
An elderly woman in a nursing home died after a nurse refused to perform CPR

Corporate Response?



Corporate Response?

twitter



The screenshot shows the Twitter profile of Brookdale Living (@BrookdaleLiving). The profile header features a large image of an elderly woman and a caregiver, with the Brookdale Living logo (a green leaf) to the right. The bio states: "Brookdale Senior Living® provides exceptional independent living, assisted living, Alzheimer's and dementia care, and skilled nursing care options for seniors." and includes the website "http://www.brookdaleliving.com". Below the header, the statistics are: 488 TWEETS, 222 FOLLOWING, and 1,777 FOLLOWERS. A "Following" button is visible. The "Tweets" section shows three tweets. The first tweet, dated Mar 1, is from Brookdale Living and mentions a "Wish of the Week" for Irene Menier, 86, who wishes to return to New Orleans. The second tweet, dated Feb 28, is from Brookdale Living and mentions ways of staying mentally active. The third tweet, dated Feb 26, is from AGE of Central Texas (@austinelderly) and mentions gratitude for Brookdale Living's support of AGE through a sponsorship for AGE Awards Dinner (4/25). The tweet is retweeted by Brookdale Living.

Me

Brookdale Living
@BrookdaleLiving

Brookdale Senior Living® provides exceptional independent living, assisted living, Alzheimer's and dementia care, and skilled nursing care options for seniors.
<http://www.brookdaleliving.com>

488 TWEETS 222 FOLLOWING 1,777 FOLLOWERS

Following

Tweets

Brookdale Living @BrookdaleLiving Mar 1
@seniorwish Wish of the Week: Irene Menier, 86, is granted her wish to return to New Orleans! Read her wish here:
[...brookdaleliving.com/menier-wish-of-...](http://www.brookdaleliving.com/menier-wish-of-...)
Expand

Brookdale Living @BrookdaleLiving Feb 28
We have provided you some ways of staying mentally active as you age! ow.ly/i79k4
Expand

AGE of Central Texas @austinelderly Feb 26
Grateful for @BrookdaleLiving for their continued support of AGE through a sponsorship for AGE Awards Dinner (4/25)!
[...brookdaleliving.com](http://www.brookdaleliving.com)
Retweeted by Brookdale Living
Expand

Brookdale Living @BrookdaleLiving Feb 26

Corporate Response?

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Press Room

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Nov 13, 2012 - QUINCY, Mass.
[Brookdale Senior Living Launches Connected Living® in California](#)

Oct 25, 2012 - ST. PAUL, Minn.
[90-Year-Old to See Broadway Show, Fulfilling Wish of a Lifetime](#)

Oct 24, 2012 - GREENVILLE, S.C.
[Couple to Renew Vows after 65 years of Marriage, Fulfilling Wish of a Lifetime](#)

Oct 23, 2012 - NEENAH, Wis.
[88-Year-Old Attends Her First Packers Game, Fulfilling Wish of a Lifetime](#)

Oct 23, 2012 - VALPARAISO, Ind.
[88-Year-Old Fulfills Wish of a Lifetime with Visit to Ellis Island, Statue of Liberty](#)

Oct 23, 2012 - MADISON, Wis.
[100-Year-Old Meets Triplet Great-Grandchildren, Fulfilling Wish of a Lifetime](#)

Oct 16, 2012 - Sparks, Nev.
[87-Year-Old Veteran Visits National WWII Memorial, Fulfilling Wish of a Lifetime](#)

Oct 15, 2012 - NILES, ILL
[88-Year-Old Attends Chicago Symphony Performance, Fulfilling Wish of a Lifetime](#)

Oct 9, 2012 - QUINCY, Mass.
[Brookdale Senior Living Launches Connected Living® in Colorado](#)

Aug 8, 2012 - KINGSPORT, TENN.
[84-Year-Old Visits New Orleans, Fulfilling Wish of a Lifetime](#)

Features

- [News Release Archives](#)
- [News Release RSS Feed](#) 
- [Corporate Brochure](#)

Media Contact

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 9 people recommend this. Sign Up to see what your friends recommend.

Brookdale Senior Living

4,497 likes · 1,160 talking about this · 83 were here

Liked your Page

Posted to the wall

Liked a post

Commented on a Post

Shared a Post

Responded to a Question or Poll

Responded to an Event you have created

Mentioned your Page

Tagged your Page in a Photograph

Checked into your Page Place

Recommended your Page

Corporate Response?



Jirair Tossounian
Brookdale Senior Living does not administer CPR to their dying patients.

Dramatic 9-1-1 Call: Nurse Refuses To Perform CPR On Collapsed Elderly Woman
laist.com
An elderly woman died after staff at a senior living facility refused to perform CPR on her after she collapsed in a dining room.

Like · Comment · Share · Yesterday at 1:29am near Los Angeles, CA

17 people like this.

3 shares

Brookdale Senior Living We are aware of the incident that occurred at Glenwood Gardens and we extend our deepest regrets to the resident's family. We also appreciate both the outpouring of support for the resident's loved ones, as well as for all who are involved. At this time, we respectfully request that all messages relating to this situation be withheld as we work through the details of this situation. Thank you.

21 hours ago · Like

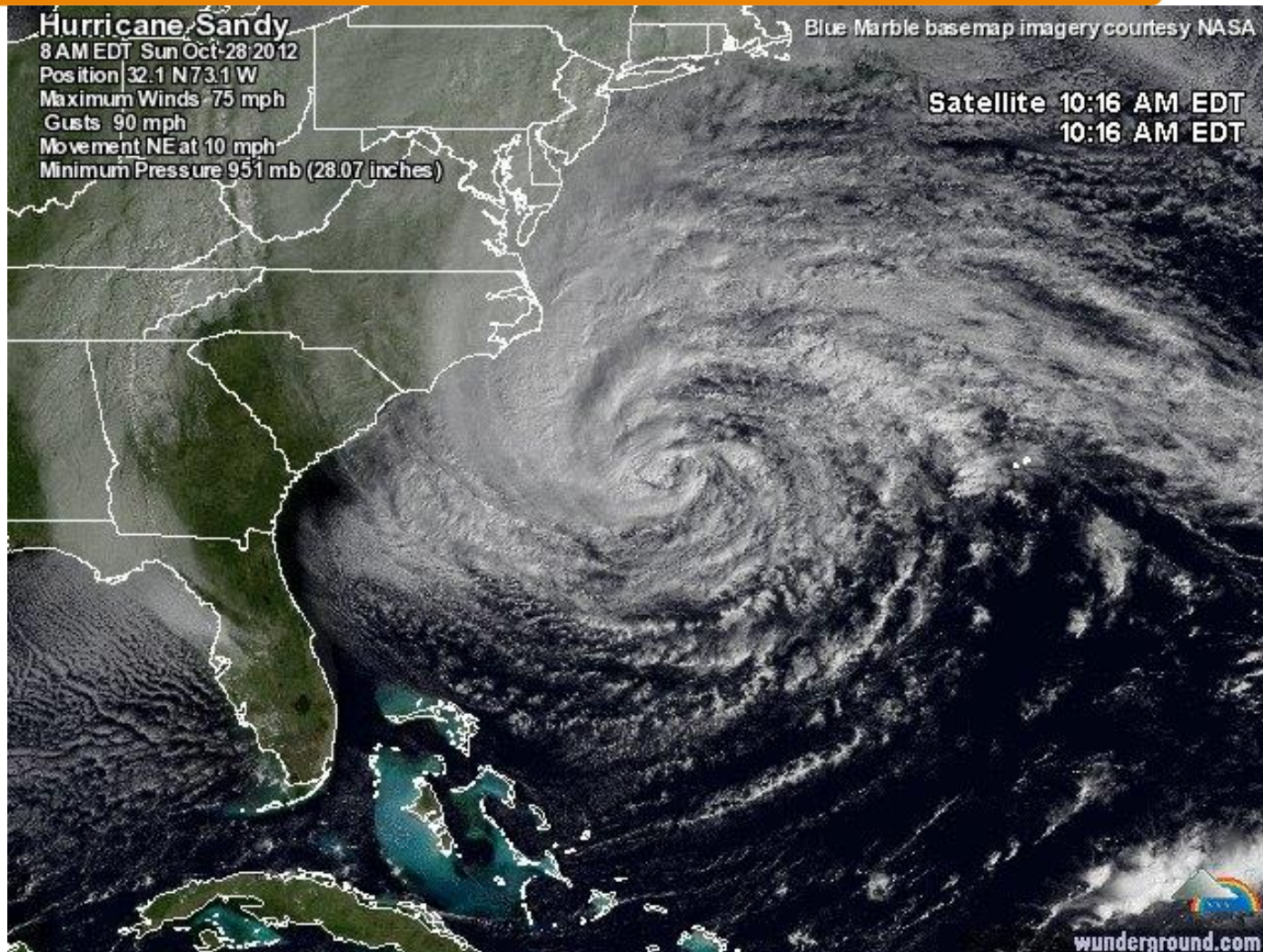
Shari W DISRES you can public p ridiculous EVERYT the 911 was gre are poli care fac Not Res entity Y but you speech womans your aw dont kn it was V 59 minu

Robert commet 58 minu

Robert Dewey I honestly thought about paying to promote the CNN video (with a link to this page) on Twitter. I can run about 100 clicks/day for the LA/San Francisco market / that particular facility's location demographic.
55 minutes ago · Edited · Like · 1

Jirair Tossounian Do it Robert!

Different Type of Crisis



Different Type of Crisis



The Osborn Retirement Community
340 likes · 3 talking about this · 241 were here

✓ Liked Message * ▾

📍 Nursing Home · Retirement & Assisted Living Facility
📍 101 Theall Road, Rye, NY.
☎ (914) 925-8000
● Always open

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Different Type of Crisis

 **The Osborn Retirement Community**
October 29, 2012

Message from The Osborn CEO, Mark Zwerger



The Osborn Retirement Co...

Timeline

Now



The Osborn Retirement Community

October 29, 2012



Message from The Osborn CEO, Mark Zwerger

In anticipation of power outages and transportation disruptions due to Hurricane Sandy, we have put our Disaster Plan into effect. The Osborn has implemented plans to ensure the safety of all residents and staff. All health care, food service, and resident programs are operating. The Physical Therapy Department will be closed on Tuesday but will be open this coming Wednesday through Saturday. The NY State Health Department has put all facilities on high alert and The Osborn is prepared to take patients from other facilities if necessary.

We expect about 30 -40 employees to spend Monday night at The Osborn and we have set up temporary sleeping quarters to accommodate them. Food will be available for staff in the Cafeteria for all three meals on Monday and Tuesday. Our heartfelt thanks go out to those members of our staff who go above and beyond the call of duty.

The Osborn campus has back up power generation that provides emergency power throughout the campus. We have sufficient fuel for at least 24 hours of continuous operation and additional fuel available if needed. For all of those residents requiring the use of life supporting electrical appliances, the devices have been preemptively connected to emergency power outlets. The Pavilion, Assisted Living, and Grill Room dining rooms will remain operational on the usual schedule. Service in the Bistro will depend upon the availability of power and staffing. As of 12:30 pm Monday we expect the Bistro to be open this evening; take out service will operate as usual. Other campus activities will be handled on a case by case basis. The Osborn salon may be closed on Tuesday; call 925-8265 to confirm your appointment. The usual Tuesday trash pickup will be postponed to Thursday.

Our homecare clients have been contacted and all cases requiring homecare to keep our clients safe have been staffed. One off-campus Homecare client has temporarily relocated to our guest room as she resides in a flood zone. Some cases that are more elective in nature will not be staffed until transportation has returned to normal service.

Different Type of Crisis



The Osborn Retirement Community · 340 like this

November 5, 2012 at 6:29pm · 🌐

The Osborn is inviting local residents who lack power at home to join us for a free Community Hot Meal.

TO ATTEND, YOU MUST RSVP.

When: 5pm to 7pm on Thursday, November 8th

Where: Osborn Auditorium at 101 Theall Road in Rye

Who: For all ages

RSVP: 925-8202 or e-mail to RSVP@theosborn.org

We have capacity for 150 persons, so no one will be admitted who has

Like · Comment · Share

👍 2 people like this.



Different Type of Crisis



The Osborn Retirement Community

November 12, 2012

Before, during, and after Hurricane Sandy and the snowstorm that followed, The Osborn contacted all our Osborn Home Care clients to be sure they were safe. In all, we moved 3 in to The Osborn for their safety due to their need for constant oxygen or round the clock care where there would be food and warmth.

In addition, we received calls from residents of neighboring towns who were elderly and found themselves in cold, dark homes. We were able to bring them in for respite stays in each level at The Osborn - Independent Living, Assisted Living, and Skilled Nursing.

We are happy to report that they have all been able to return home safely and grateful that we were able to help when they needed us most.



Different Type of Crisis

PortWashingtonPatch

November 5, 2012



Helene Williams arrives at The Amsterdam at Harborside with her belongings in tow. Williams and her husband took shelter at The Amsterdam after Hurricane Sandy left their home without power. Her husband's parents, Nat and Emily Lehman, are residents of the senior living community. Their family is one of many who stayed at The Amsterdam after Hurricane Sandy.

<http://portwashington.patch.com/articles/your-neighborhood-gallery-5c0e8c04#photo-12053942>

Planning for Social Media Crisis

Social media crisis plan should be designed with the current media landscape in mind and the reality of how people are consuming their news today.

Planning for Social Media Crisis

We MUST communicate in order to lead and shape conversations

It's not what we say, but HOW we say it,
WHERE we say it, and HOW QUICKLY we say it.

FACTS



We cannot “shut down” the Internet.

Regardless of how we choose to leverage social media, residents, resident family members, employees, the community-at-large and all major media outlets will be utilizing free, public, global social media tools to communicate about your organization and/or community.

FACTS



That does not mean we are powerless.

By being prepared and leveraging established channels, relationships, credibility, manpower, you can help to disseminate factual information, shape the message, influence the conversation, and squash misinformation.

Guiding Principles



Speed → Lead conversations

Substance → Disarm critics

Distribution → Get our message out

Credibility → Leverage
relationships/voice

Search → Dominate through organic/paid

Gauge public sentiment →
Identify what's important

Working It

As quickly as possible - Pre-emptive when possible

Issue approved statement/comments – leveraging all available/appropriate channels (Blog, Twitter, Facebook, YouTube, etc.)

Be as substantive as possible – we often have just one shot to get our message across, as the first swing goes the greatest distance. We want to anticipate issues/criticism and address them head on to disarm critics and squash misinformation.

Working It

Update often – assert as much control, credibility, and authority as possible with approved statements or links (statements, video, audio, third-party spokespeople, etc.)

Monitor and report – identify issues that are truly important and where we are hitting/missing the mark on communication.

Dispatch online spokespeople - Leverage our own manpower to direct people to information, correct misinformation, and aggressively combat the negative.

Remember These Things

- Don't be afraid to join the conversation
- Make it personal
- Engage the positive
- Have a contingency plan in place BEFORE an issue arises
- Establish channels before a crisis
- Act fast
- Educate your employees and leaders
- Don't forget social media

Anticipate Crisis/Issue

facebook



Search for people, places and things



Mobile Uploads

Back to Album · Adrian's Photos & Video Timeline

Previous · Next



Adrian

Wonder woman mode ON: the sweet me of a NURSE! It's 2am and within the span of 10 minutes I get a walker thrown at me and was told to go to hell! I still love old people but — at T [redacted] de.

Share · March 16 via mobile

2 people like this.



Norel [redacted]

March 16 at 5:05am via mobile



B. [redacted]

March 16 at 6:04am via mobile



[redacted] And almost knocked me the F out!!

March 16 at 6:20am via mobile



[redacted] Omg!

March 16 at 6:27am via mobile



[redacted] Hilarious! But I put both of them in there places.

March 16 at 6:28am via mobile

Album: Mobile Uploads

Shared with: Public

Open Photo Viewer

Download

Report/Remove Tag

Anticipate Crisis/Issue

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Medical pot collective splits retirement community

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1 of 2



Medical pot user Lonnie Painter, 65, is director of a collective at Laguna Woods Village in Orange County.

Photo: Reed Saxon / AP

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E-MAIL SHARE COMMENTS

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Medical pot collective splits retirement community

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2 of 2



Medical marijuana user Joe Schwartz, 90, poses for a picture at his home in Laguna Woods, Calif., Wednesday, June 1, 2011. Schwartz is a 90-year-old great-grandfather of three who enjoys a few puffs of pot each night before he crawls into bed in the Southern California retirement community he calls home.

Photo: Chris Carlson / AP

Tweet 0 4 share

E-MAIL SHARE COMMENTS

Anticipate Crisis/Issue

Marijuana

Marijuana Greenhouses Set Up by SoCal Senior Citizens

By Dennis Romero, Mon., Jun. 13 2011 at 3:56 PM

Comments (2)

Categories: Marijuana

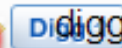


4



Submit

3 retweet

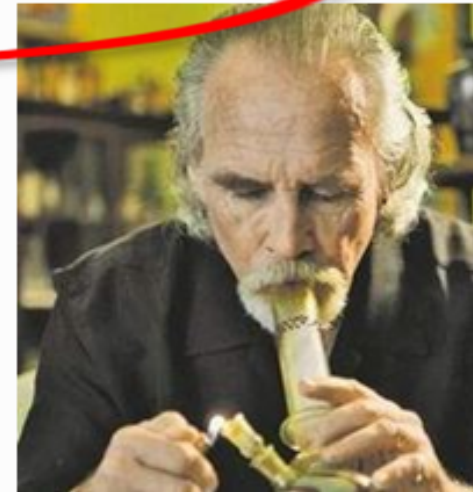


We have much love for the weed-smoking seniors of Laguna Woods Village in Orange County, a retirement community that marks the epicenter of O.C. conservatism.

About 150 of the 18,000 oldsters there have formed a medical marijuana club and, after their pot gardens were rejected by fellow retirees and then area cops, they've decided to go MacGruber on it.

That's right, these gray-haired geezers got more weed than ...

... Snoop Dogg: They have two off-site, top-secret greenhouses, according to [Associated Press](#).



AP

Lonnie Painter, 65, rips one.

Anticipate Crisis/Issue

- Fire
- Tornado
- Food Poisoning
- Lawsuit
- Murder/Suicide
- Tax-Exempt Challenge
- Elopement
- Employee Theft
- Others



The Fun Side of Social Media



The Fun Side of Social Media

**LeadingAge** @LeadingAge 10 Dec
Watch this: **#seniors** at Terraces of Phoenix try **#gangnam** style
@ABHOW_News ldng.ag/VLFGmp
Expand

**Silver Innings** @silverinnings 8 Dec
Seniors Adopt **Gangnam** Style : its all over TV, the internet, and the dance floor. But wait until you see who's... fb.me/1qli2OJa5
Followed by AgingFamilies and 72 others
Expand

**ABHOW** @ABHOW_News
A group of women at the Terraces of Phoenix sta with the **#Gangnam** Style dance! myfoxphoenix.c
... @myfoxphoenix
Expand

**Phoenix News Network** @News_Phoenix_AZ 26 Nov
Wow! Phoenix **seniors** do **Gangnam**-Style: **Gangnam** Style is all over TV, the internet, and the dance floor.... q.gs/2f5Qu #phoenix
Followed by CareyPenaTV
Expand Reply Retweet Favorite More

**KSAZ FOX 10 News** @myfoxphoenix 26 Nov
Wow! Phoenix **seniors** do **Gangnam**-Style bit.ly/10KVpCf #fox10az
Expand



Awesome Video: Grannies Go “Gangnam Style” in Exercise Class



148



Twitter

6



Share

154



+1

7

[Dancing seniors go Gangnam style | Watch the video - Yahoo! News](#)



[news.yahoo.com/.../dancing-seniors-gangnam-st...](#)

Dec 7, 2012

Watch the video Dancing seniors go Gangnam style on Yahoo! News . Phoenix retirees get in on pop ...

[Awesome Video: Grannies Go “Gangnam Style” in Exercise Class ...](#)



[foxnewsinsider.com/.../awesome-video-grannies...](#)

Dec 7, 2012

It's now some super cool senior citizens from Phoenix, Arizona who are ... class attendees to learn ...

[Wow! Phoenix seniors do Gangnam Style - YouTube](#)



[www.youtube.com/watch?v=NNIBj6xMyvk](#) Share

Dec 12, 2012 - Uploaded by alexisvance100

Phoenix seniors do Gangnam Style. alexisvance100-9 ...
Freeman High School: Gangnam Styleby Tanner ...

Remember These Things

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- Establish channels before a crisis
- Act fast
- Educate your employees and leaders
- Don't forget social media

Randy Eilts-reilts@glynndevins.com-913-491-0600



GD GLYNNDEVINS