



Community Engagement Toolkit



Best Practices that Drive
Adoption & Increase
Engagement

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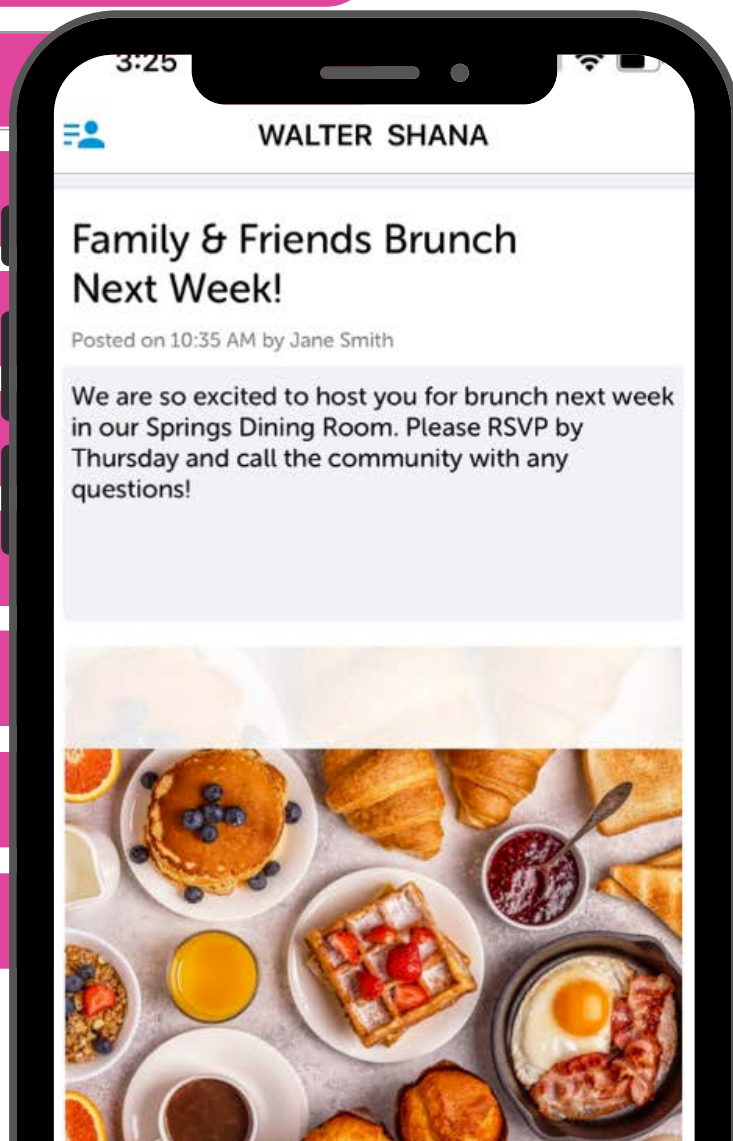
Best Practices for Content

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All About Integrations

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Printable Material



How to Use Your Community Engagement Toolkit

Download your own PDF version.

Copy/Pasting Text

- Drag and copy/paste text directly from the PDF

Printable Material

- Download the posters as jpg or png and edit in Design Studio
- Print and post material



Community Engagement Best Practices



Marketing & Sales

Introduce all new residents to Community Engagement.

- Pass out handouts, mailers, flyer(s) etc. in newsletters, in Town Hall Meetings,
- Include in move-in paperwork



Registration

All residents should register unless they decline.

- Set up profile and ensure successful login
- Update photo, interests, bio, etc. in profile



Calendar Central

Keep residents in the loop about events and programs.

- Update calendar 1 month prior
- Include Dimensions of Wellness
- Capture 90% of attendance



Announcements

Have residents stay up-to-date on important information.

- Highlight special events
- Welcome new residents or staff members
- Post important reminders
- Promote announcements



Creative Content

Keep residents engaged.

- Add/modify content by using Design Studio to quickly create branded content
- Ask residents for feedback and ideas



Social Interaction

Encourage residents to connect with each other, join groups, and have discussions.

- Foster resident led groups and committees
- Post photos from special events in the social area
- Utilize Smart Aging™ Dashboard

Goals for Success

Reference these benchmarks to help gauge your progress throughout our implementation process. Your Icon Client Success Manager will keep you updated on your community's key performance indicators (KPIs) and partner with you to create a plan to actively engage as many residents as possible.

Registration & Full Adoption		Go-Live	Ongoing
Resident Registration	# of registered residents	50%	60-75%+
	IL resident population		
Unique Login	resident logins per week	50%	90%
	# of registered residents		
Community Sign Usage	resident usage	50% actively using CE to access information 25% using social features	70-75% actively using access information 35-50% using social features
	total resident population		

Pre-Launch Checklist

Administrative

- ✧ Adding/removing new residents in the Go Icon dashboard
- ✧ Adding/removing staff members in the Go Icon dashboard

Calendar Central

- ✧ Create and finalize calendar in Go Icon
- ✧ Manage ongoing, recurring and special events
- ✧ Print and share calendar as needed
- ✧ Access intelligence reporting and run reports on attendance, wellness & activities

Community Engagement | Set-Up

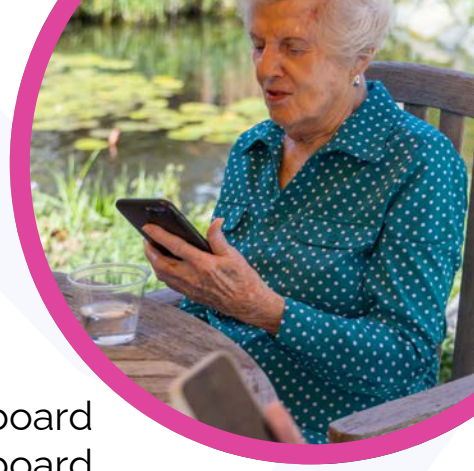
- ✧ Identify content and collect information for community to input
- ✧ Create and organize custom pages, subpages & tabs
- ✧ Determine update-frequency and page ownership
- ✧ Oversee assigned pages and make updates as needed
- ✧ Create and schedule Announcements
- ✧ Update mail status regularly

Community Engagement | Resident Introduction – Public

- ✧ Coordinate with staff that public view pages are ready prior to launch
- ✧ Coordinate with IT so Community Engagement link is added to the website
- ✧ Construct plan for marketing launch to residents, distribute materials & information

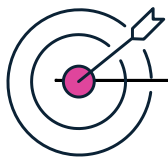
Community Engagement | Resident Introduction – Secure

- ✧ Coordinate/finalize with staff on resident training strategy & schedule
- ✧ Conduct resident trainings (should be broken up into small sessions)
- ✧ Send email invitation to residents (residents create/manage their own accounts)
- ✧ Encourage residents to log in regularly to access information & use social features



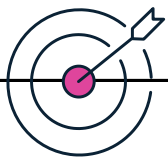
New Resident Registration Timeline

First 24 Hours



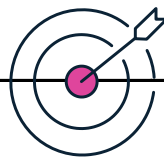
Obtain resident email and send registration link. Provide resident training materials.

Day 2 or 3



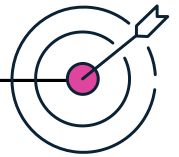
Follow up with resident to ensure they successfully created their account.

End of Week 1



Check In with resident to see if they would like assistance with creating their profile.

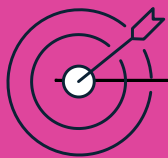
Ongoing



Encourage residents to access information and communicate via Go Icon.

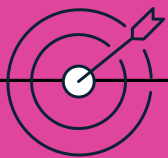
New Move-In Timeline

First 24 Hours



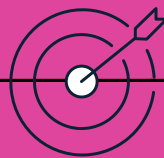
Recruit "Resident Ambassadors" to assist training.

Day 2 or 3



Have Staff & Residents bookmark the CE page to their personal devices.

End of Week 1



Have Marketing/IT link the lobby view site to the community homepage

Ongoing



Host weekly or monthly training sessions in Secure View

Resident Training

Agenda

1

Soft Launch with Super Users

- Choose 5-10 tech savvy residents
- Introduce Lobby and Secure View
- Collect feedback - make changes accordingly

2

Lobby View Launch

- Show residents how to access information
- Train on Lobby Website
- Train on App
- Sign-up sheet/schedule training sessions

3

Training Sessions

- Collect emails
- Introduce Secure View
- Send registration links

4

Suggested Trainings

- Accessing information
- Creating your (resident) profile (name, photo, interests)
- Using Calendar Central
- Social Pages/Features
- Using/Creating groups
- Submitting Worxhub requests (if applicable)

Resident Registration & Training Guide

Step 1: Collect Resident Emails

During the resident orientation, ensure all residents provide their email addresses to register for the Community Engagement platform.

Print and cut out the form on the following page.

If you run into a situation where two residents are sharing an email, please let the residents know they can share a login, otherwise will need to create their own individual login



The Community Engagement App is not intended to be used to communicate medical conditions, changes in health, or emergencies. The App is to encourage and facilitate communication between the staff and residents to build relationships. If medical communication is necessary, please contact the community directly.

Resident Name	
Resident Email	

A registration link will be sent to the provided email that will contain instructions on how to create your account.

Resident Email Registration

Print Me



The Community Engagement App is not intended to be used to communicate medical conditions, changes in health, or emergencies. The App is to encourage and facilitate communication between the staff and residents to build relationships. If medical communication is necessary, please contact the community directly.

Resident Name	
Resident Email	

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Resident Name	
Resident Email	

A registration link will be sent to the provided email that will contain instructions on how to create your account.

Resident Email Credentials

Print Me



Download the Community Engagement App:

Use the following
credentials to access your
account and profile.



Resident Name	
Username Email	
Temporary Password	



Download the Community Engagement App:

Use the following
credentials to access your
account and profile.



Resident Name	
Username Email	
Temporary Password	

Resident Registration & Training Guide

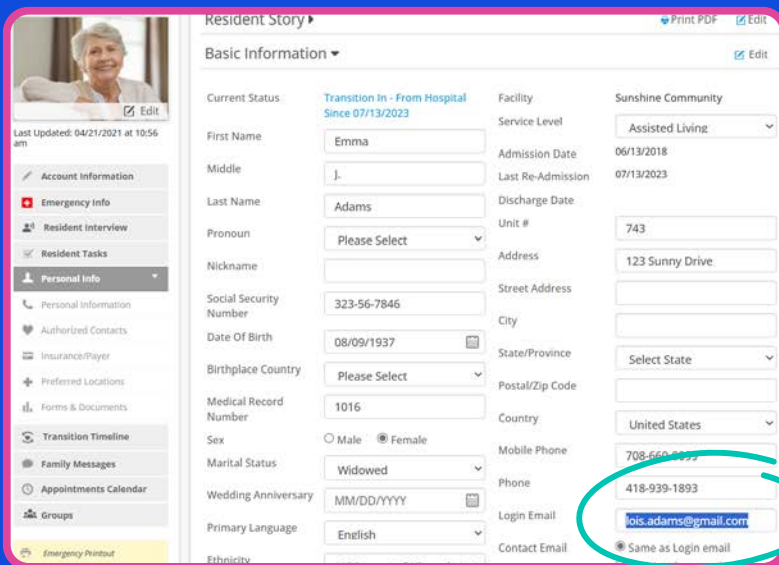
Step 2: Add Resident Email & Save Profile

Once emails are collected, send out invitations with easy-to-follow instructions for account setup.

On the Resident's Profile, add the resident's email to their personal information by selecting 'Edit'

Click 'Save'

The resident will receive a registration email.



Resident Story

Basic Information

Current Status: Transition In - From Hospital Since 07/13/2023

Facility: Sunshine Community

Service Level: Assisted Living

Admission Date: 06/13/2018

Last Re-Admission: 07/13/2023

Discharge Date:

Unit #: 743

Address: 123 Sunny Drive

Street Address:

City:

State/Province: Select State

Postal/Zip Code:

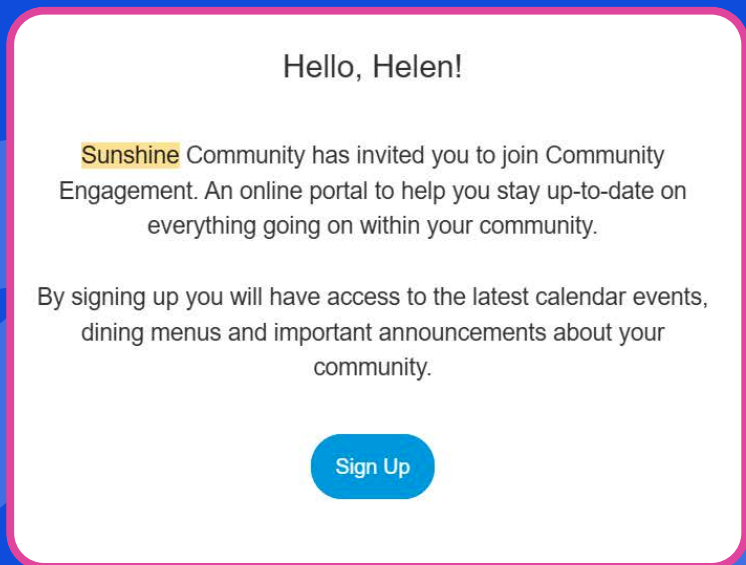
Country: United States

Mobile Phone: 708-660-8992

Phone: 418-939-1893

Login Email: lois.adams@gmail.com

Contact Email: Same as Login email



Hello, Helen!

Sunshine Community has invited you to join Community Engagement. An online portal to help you stay up-to-date on everything going on within your community.

By signing up you will have access to the latest calendar events, dining menus and important announcements about your community.

Sign Up

Resident Registration & Training Guide

Step 3: Host Training Sessions

Organize in-person or virtual training sessions where residents can learn to navigate the platform, personalize their profiles, and sign up for events.

Step 4: Provide Ongoing Support

Offer one-on-one assistance, tutorial videos, and a help desk where residents can receive continued support as they get comfortable with the platform.

Hold weekly sessions to train residents on specific functions with the app:

- Dining reservations
- Signing up for events
- Navigating wellness content
- Creating groups, etc

Which Content Goes Where?

Lobby or Secure View

- Dining
- Your Community's Facebook Feed
- Important Forms (for download/print)
- Lost & Found
- Community Newsletter
- Local Events Outside of Community
- Outstanding Recognition
- Staff Roster/Biography
- News Articles/Wellness Newsletters
- Games

Secure View Only

- Embedded Videos
- Information For Residents Only
- Welcome Page For New Residents
- "Discussion" Pages
- Committee Meeting Minutes



Content Frequency

These are some best practices to consistently engage residents with Go Icon. These range from a weekly, monthly, or even annual basis. This will help boost your KPIs!

Daily

- Update Mail Status
- Encourage residents to submit work or requests online

Weekly

- Post 2-4 announcements
- Host resident registration and training sessions
- Update portal with engaging content that changes weekly

Monthly

- Announce upcoming events
- Host regular resident trainings and get them excited!
- Post monthly resident and/or staff birthdays

Quarterly or Annually

- Holiday greetings/thank you announcement to residents
- Distribute resident survey (collect feedback on content)
- Seasonal reminders (flu shots, bundle up, turn on AC)

Ongoing or As Needed

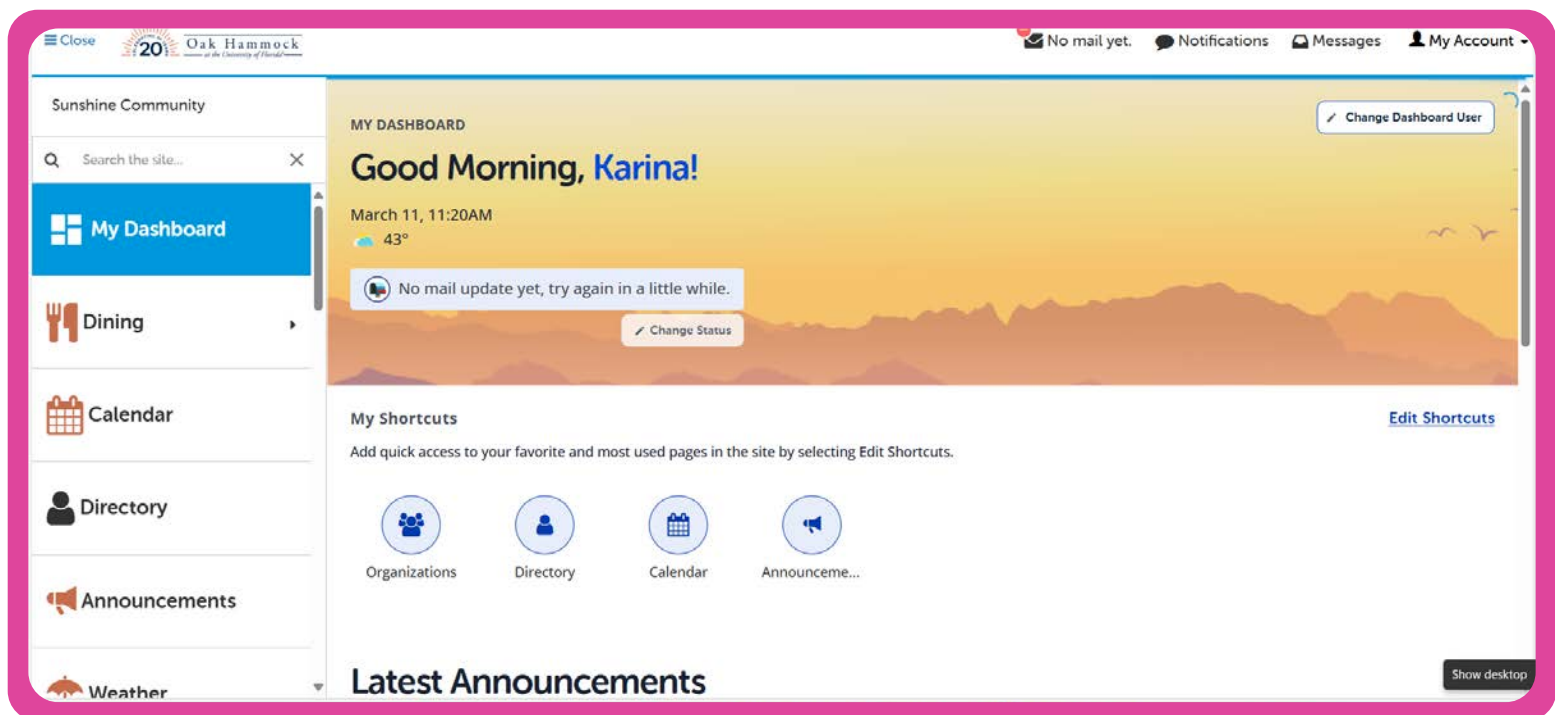
- Welcome new residents to the community
- Welcome new staff members
- Updates to emergency preparedness or other community-wide policies/procedures

Build Content Smartly

Full Navigation Menu Should Appear Without Scrolling

You should be able view the complete list of available pages without scrolling.

- Place Most Important Pages at the Top
- Limit the number of pages
 - Tip: Our short-term memory retains 7 items at a time!



Organizing Engagement Pages

Establish a Clear System:

- Ensure there is a logical structure for organizing pages and content. A well-structured layout makes it easier for residents to find information and prevents confusion.

Prioritize Important Pages:

- Place the most frequently accessed pages at the top for quick navigation.
- Examples: Announcements, Calendar, Dining, Daily Specials

Group Similar Pages:

- Keep related content together (e.g., all dining menus followed by dining news).
- Alphabetical Order: Arrange pages by name (e.g., New Residents: Abigail, Bob, Jim, Sarah).
- Categorical Order: Organize by topic (e.g., Breakfast, Lunch, Dinner).

Keep It Concise:

- Residents scan page titles quickly—use brief and direct names.
- Example: Use “Dining” instead of “Dining Menus, News, and Updates.”

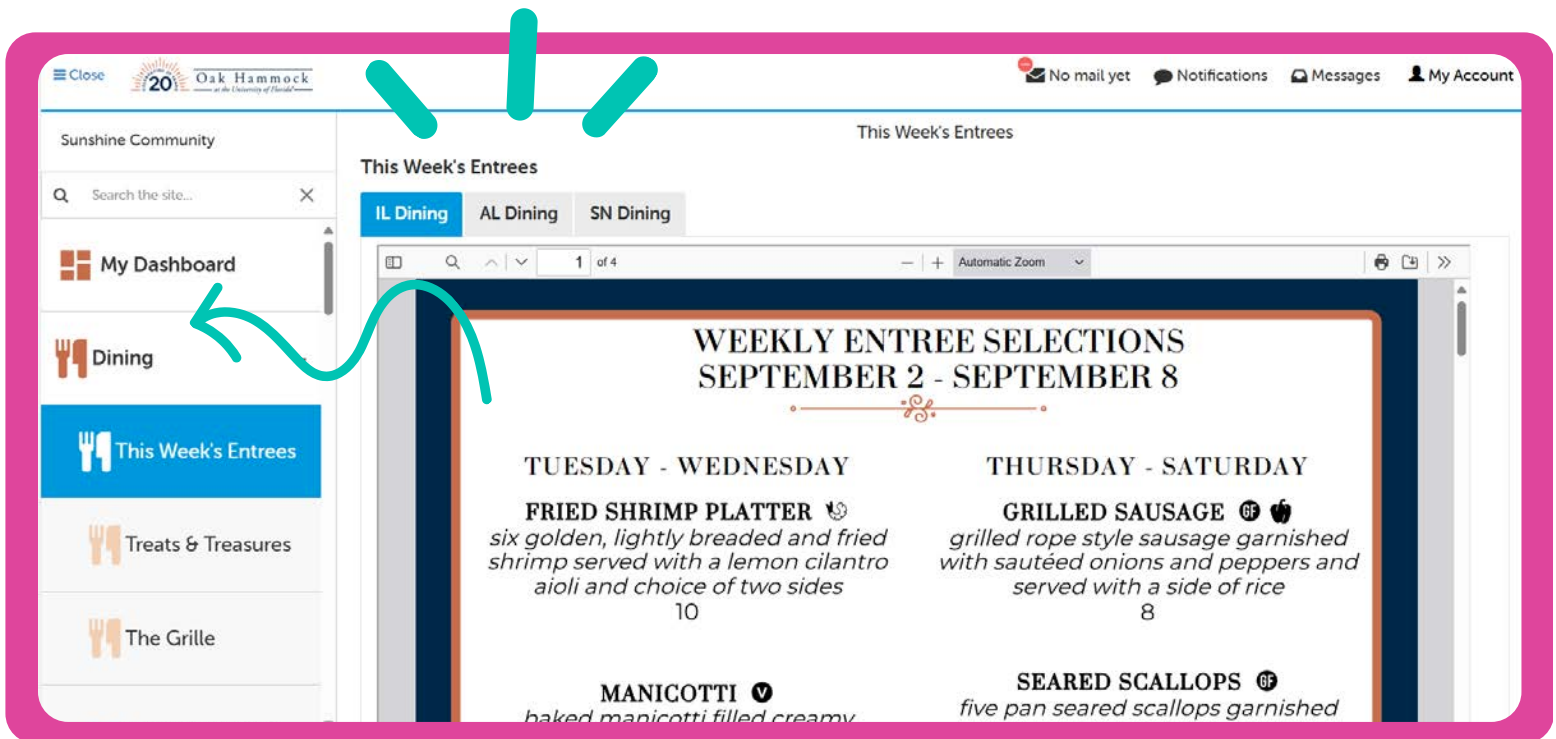
Use Familiar Terminology:

- Align page titles with language commonly used in your community.
- Example: Rename “Groups” to “Resident Committees” to reflect community culture.

Tab & Nested Page Names

Reduce Redundant Text

- Since your pages should be grouped with similar content, your primary page title can include the common theme.
 - Ex: "The Bistro Menu"
- Secondary pages or tab titles can then be shortened to include only the key information.
 - Ex: For the Breakfast, Lunch, Dinner tabs, residents will understand that each page is a menu.



Increase Resident Engagement

Recruit Resident Ambassadors to promote engagement and assist peers with using the platform.

Host weekly tech sessions where staff and tech-savvy residents help others navigate the platform.

Incentivize participation with monthly challenges, digital scavenger hunts, or achievement badges.

Encourage staff to post daily updates like event reminders, birthday shoutouts, and wellness tips.

Use flyers, posters, and QR codes around the community to drive awareness and easy access.

Make registration part of move-in by assisting new residents in setting up their profiles and logging in.

Feature engaged residents in newsletters and digital signage to highlight success stories.

Gather regular feedback through surveys or focus groups to adapt the platform to resident needs.



Engagement Announcement Ideas

Do you love taking pictures?

Submit your favorite snapshots of our community for a chance to be featured in next month's newsletter. Send your photos to [contact email] by [deadline]!



Welcome
New
Residents

Help us welcome our newest community members! If you see [Resident's Name], introduce yourself and make them feel at home. Community is stronger when we support one another!

Photo
Contest

Reminder: Resident Committee Meeting

The next Resident Committee Meeting is on [date] at [time] in [location].

Sign up today and come share your ideas and make a difference in our community!



Reminders

Learn to Use the Engagement App!

Need help navigating the Community Engagement platform? Join us for a Tech Help session on [date] at [time] in [location].

We'll show you how to sign up for events, connect with neighbors, and personalize your profile.

Tech Help
Hour

Put your puzzle-solving skills to the test!

A new community puzzle is available in the common area.

Work together to complete it and share your progress on the Community Engagement platform!



Movie Night
Poll

Cast Your Vote!
Help choose this week's movie night feature!

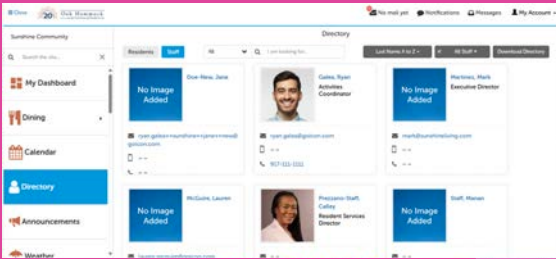
Log in to the Community Engagement platform and vote for your favorite from our selected options.

The winning film will be shown on [date] at [time]!

Community
Puzzle
Challenge

Custom Page Ideas

A comprehensive staff listing with names, roles, and contact extensions for easy community access.



Stay updated with upcoming movie screenings, showtimes, and resident reviews.



Resident Directory

Staff Directory

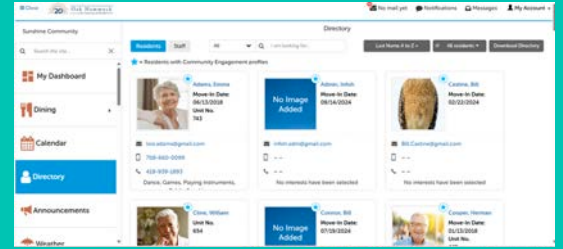
Community Marketplace

Movies & Showtimes

Events & Outings

Wellness & Fitness

A dedicated page listing residents' names, apartment numbers, and optional contact details.



A virtual bulletin board where residents can post items for sale, trade, or donation.



Discover nearby events, excursions, and group outing opportunities organized for the community.

A resource hub for exercise routines, nutrition tips, and upcoming wellness programs.

Best Practices for Engagement Content

Engaging content is key to keeping residents actively involved in the Community Engagement platform. Use a mix of images, videos, and GIFs to make announcements visually appealing, and keep text concise so information is easy to digest.



Use Engaging Visuals

Add images, GIFs, or short videos to make announcements more dynamic.



Keep It Concise

Use clear, direct messaging so residents can quickly absorb important information.



Encourage Interaction

Include call-to-action phrases like "Sign up today," "Share your thoughts," or "Join us!"



Post Timely Updates

Regularly refresh content to keep residents interested and engaged.



Utilize Forms

Ask residents for feedback on events, dining menus, and activities.

How to Embed Content

Facebook Feeds & Updates

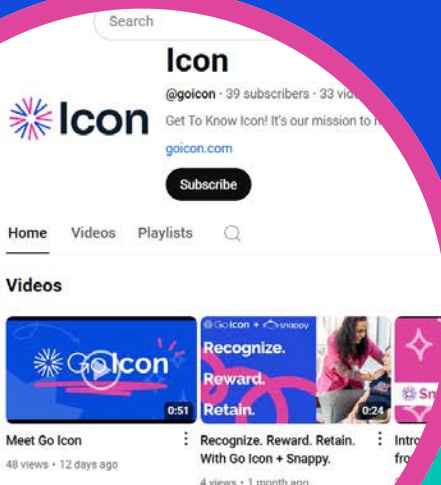
1. Go to:
<https://developers.facebook.com/docs/plugins/page-plugin/>
2. Copy & paste your FB page URL
3. Click Get Code
4. Copy the iFrame code
5. Community Engagement -> My Account -> Admin Area -> Click edit on the page you'd like to add the FB page to
6. Click <>
7. Paste the iFrame code
8. Save



Go Icon

4K likes • 3.5K followers

help communities thrive with all-in-one engagement and communications platform designed for aging living experience



Adding YouTube & TED Talk Videos

- Click "Embed" on the video's share options
- Copy the provided HTML code
- Paste it into the Community Engagement app under "Insert Media"

Custom Resident Forms or Polls

- To create a new form, click Content Center
- Click Forms
- Click New
- Click New Form
- Create a form with specific questions that you would like answered.

Form Builder Consent Forms

Form Builder

Active Forms Draft Forms

Search active forms

Resident Feedback Survey

2 Forms (current version)

Updated 01/29/2024 at 10:58 pm by Galea, Ryan Revisions

Technology Committee Electronics Survey

0 Forms (current version)

0 Forms (all versions)

Updated 10/17/2024 at 03:34 pm by David, Admin Revisions

Transportation Request

3 Forms (current version)



Ask Us About Integrations



OneDay automates resident storytelling in your communities. Create resident and staff videos using the OneDay App then share with families, residents and staff members!

Try For: Creative Content



FullCount is the only point-of-sale software system designed exclusively for retirement communities.

Try For: Checking Balances



TheWorxHub is a full suite of operations management solutions designed specifically for senior living communities.

Try For: Maintenance Requests



Amazon Alexa is a brand of smart speakers developed to connect with the voice-controlled intelligent personal assistant, Alexa.

Try For: Calendar Events & Dining Reservations

Differentiate Your Community

A well-integrated community engagement platform creates innovation, improves service delivery, and ultimately differentiates a community as a leader in resident-centered care.

Social Media Best Practices

Assign a second Content Manager



Schedule posts ahead of time

- Plan out at least 1 week in advance



Upload a picture or gif with each post

- Stock images from Go Icon's Design Studio, Unsplash, Pixabay & Stock Snap



Follow variety of news sources

- Fischer's Center for Alzheimer's Research
- Stat News
- Vanguard Group
- Next Avenue



Engage the Audience

- Use themes like "Memory Mondays" or "Feature Fridays."
- Add behind-the-scenes content: Staff preparation, event setups, or candid moments



Republish old content

- Add more detail to description
- Upload a new picture



Differentiate Your Community

- "We're thrilled to partner with Go Icon to keep families connected! Watch for your email invite to join our platform."
- "The Family Engagement platform makes staying connected simple! Access the Go Icon app on iOS or Android and see how we're enhancing communication."
- "Our new Family Engagement app ensures families can easily stay informed. Contact your Life Enrichment Director to learn more!"

Create Your Own Social Media Videos

Plan Ahead:

- Decide on a theme or event to highlight (e.g., a fun activity, holiday celebration, or resident spotlight).

Use Natural Lighting:

- Film in well-lit areas to ensure clear, vibrant footage.

Incorporate Candid Moments:

- Capture genuine interactions between residents and staff.

Keep It Short and Sweet:

- Aim for 15-30 seconds for reels and highlight key moments.

Add Music:

- Use upbeat, copyright-free music to make videos engaging.

Use Text Overlays:

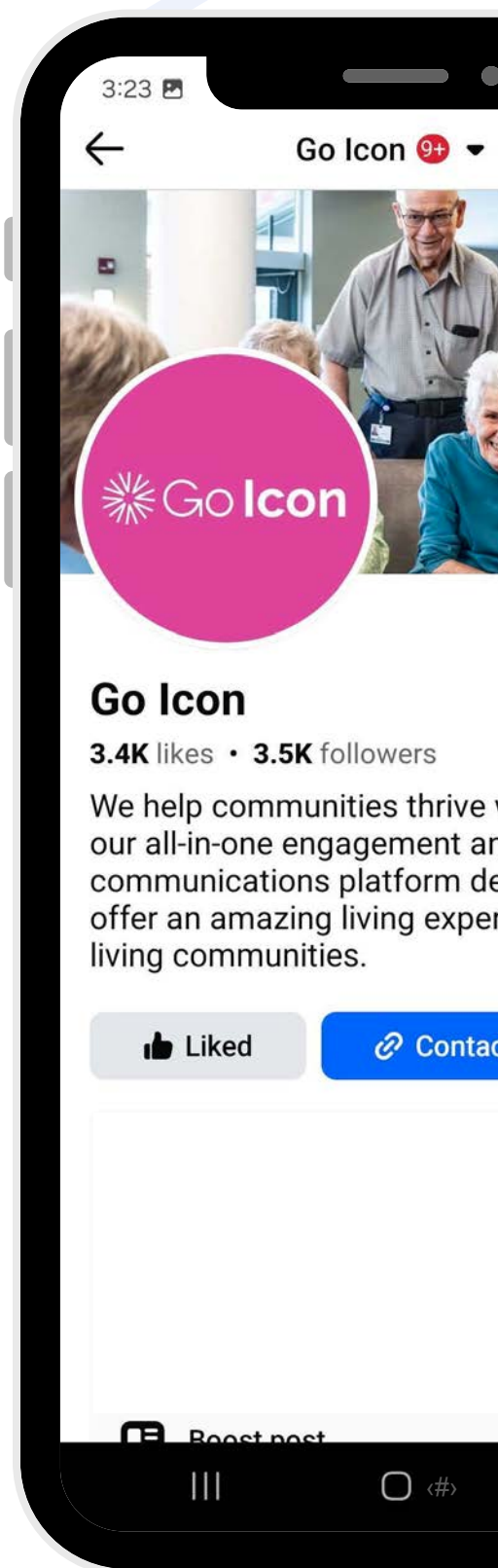
Highlight important details or captions to emphasize the story.

Include Call-to-Actions:

- End with a message like, "Follow us for more updates!"

Show Diversity:

- Feature a variety of activities and residents to represent the community vibrantly.



Printable Material

To Encourage Family Adoption



Welcome to the Go Icon family



Dear Residents,

We are excited to welcome you to our community. Through our partnership with Go Icon, we've made it easy to stay informed and engaged using a secure, centralized platform.

With the **Go Icon Community Engagement app**, you can:

- Access the community calendar and view daily activities.
- Receive updates, messages, and photos directly from our team.
- Sign up for events and outings.
- Make reservations.
- Connect with other community members.

We look forward to helping you make the most of this new connection tool. Thank you for being part of our community.

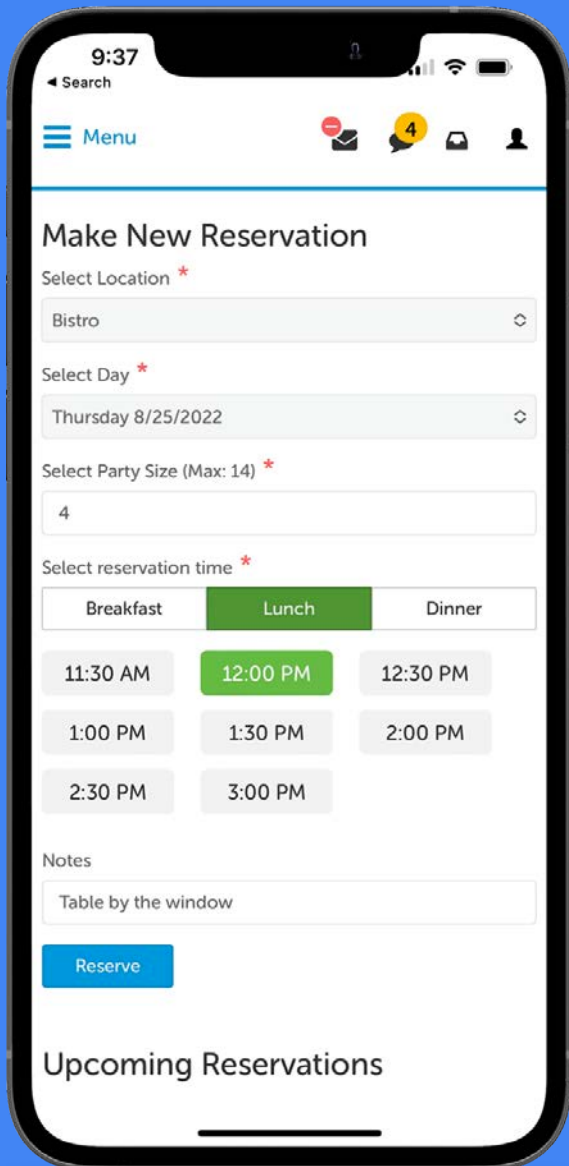
Warm regards,





Resident Engagement App

Stay Connected on Community Happenings with a User-Friendly App!



Easily view community calendar and announcements

Sign up for special events, programs and outings

Connect with community members within the Resident & Staff Directory

Check out what's on the daily restaurant menu

Check mail status

Quickly provide feedback to community leadership

Download the Go Icon
Community Engagement App



~~Need Help~~ Logging into the Community Engagement App?

The Go Icon Community App is here to enhance your community experience! Your Go Icon community admin [name] [email/phone/location] can assist with:



Download and logging into the app



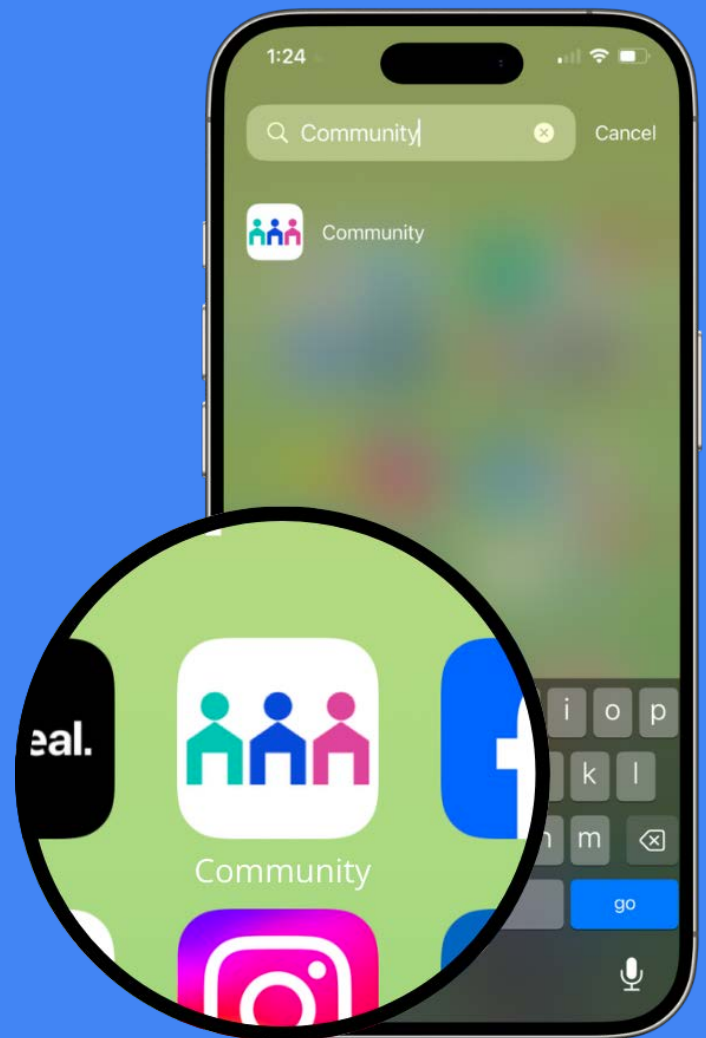
Finding community events and announcements



Updating your profile and preferences



Technical support with your computer, phone, or tablet

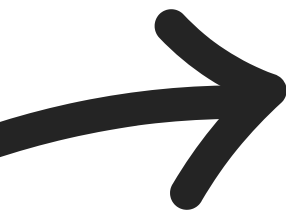


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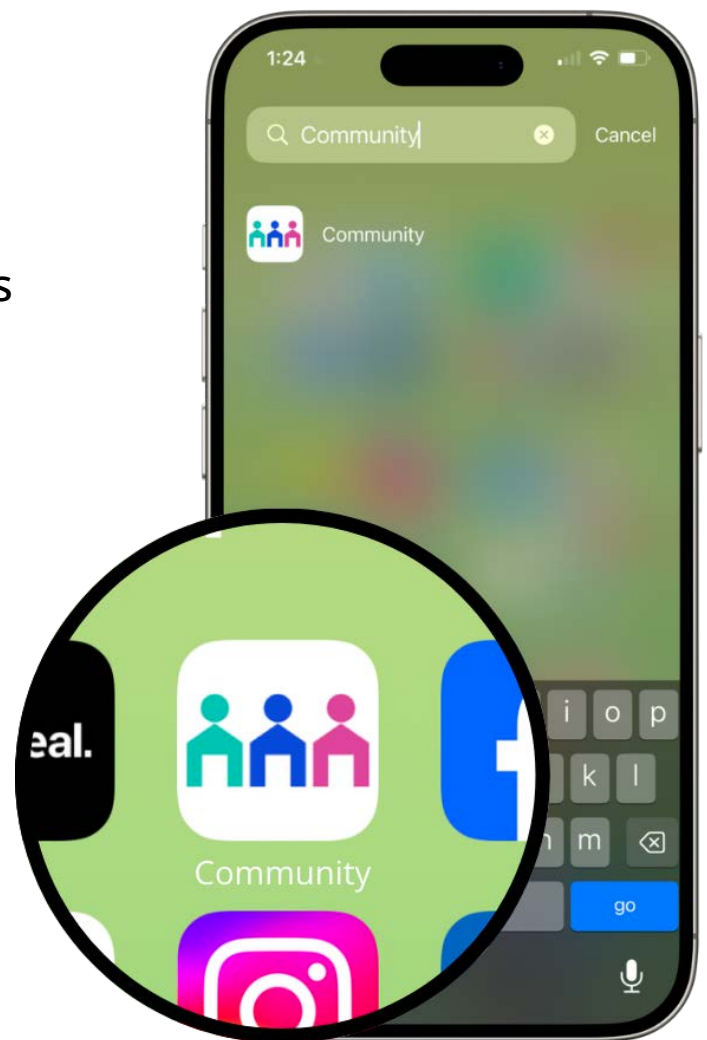
Finding community events and announcements



Updating your profile and preferences



Technical support with your computer, phone, or tablet



**Download the Go Icon
Community Engagement App**



How to Edit Posters & Images For Engagement



Recommendation

Download the poster as a jpg or png version.

Open **Design Studio**

- Create new flyer
- Upload jpg or png
- Add text box
- Add name or additional information

Use Material

- Upload to Community Engagement
- Print posters for suite doors



Happy *Birthday*

Wishing you a day
full of happiness,
laughter, and
unforgettable
moments.



Send Happy Birthday
wishes on the app today!



Happy

Anniversary

May your love
continue to grow
stronger with each
passing year,



Send a Happy Anniversary
Wishes on the app today!



Welcome

Home!



Welcome to our
community! We
can't wait to get to
know you!

Send Welcome wishes
on the app today!



Today's Weather

Date:

Today's High:

Today's Low:

Feels Like:

For up-to-date weather
download the app today.



Question of the Day!



THIS?

OR

THAT?



Download the app to
answer today.

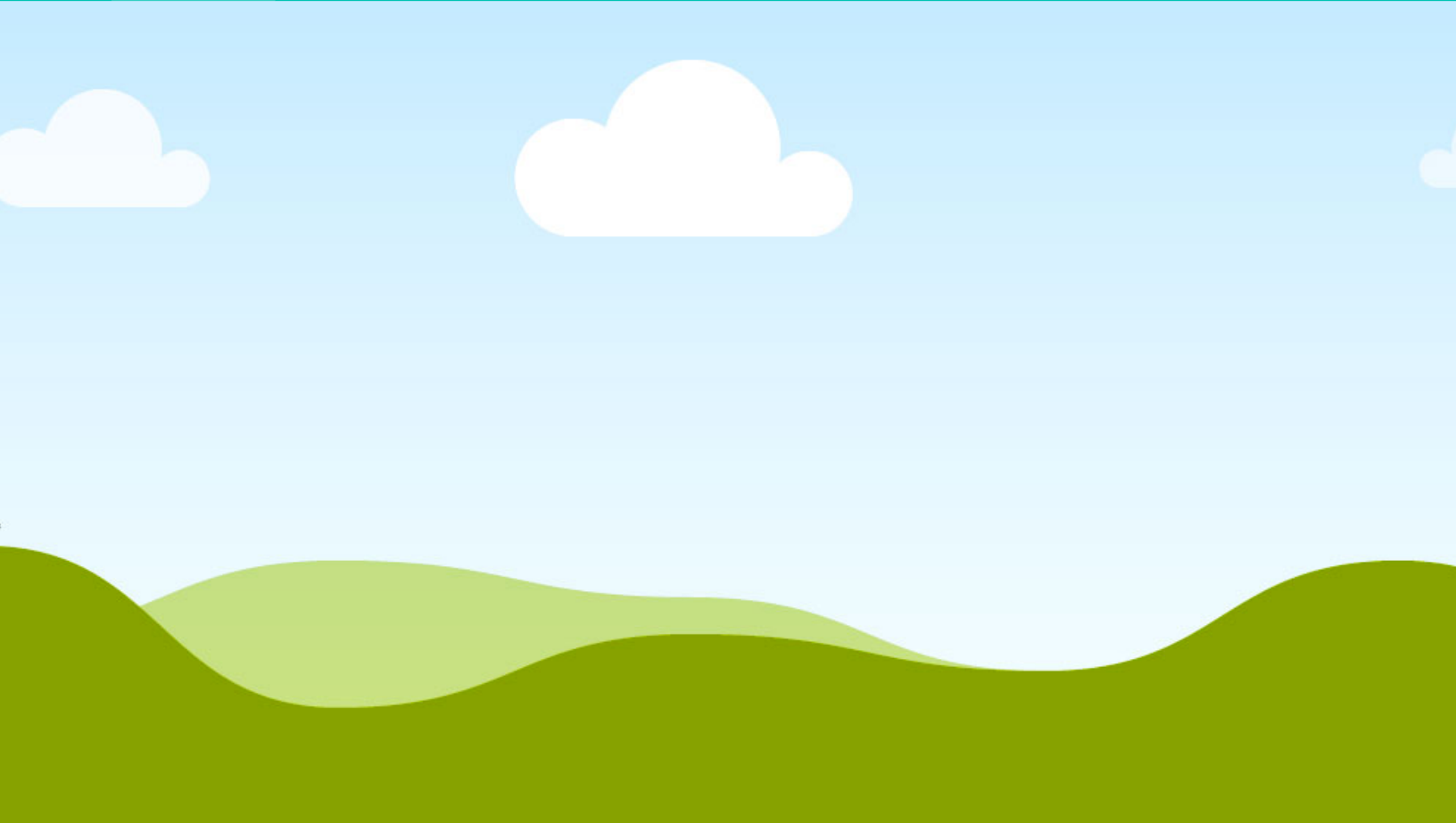




Guess The Location

Download the Go Icon Community App to
submit your answer today.





STAFF *Spotlight*

Download the app to learn 3
fun facts about them!

