



Virtual Tour Video Script

Example: <https://fairport.oneday.com/Video/24689E1B0B>

Filming Notes:

- Make sure that every single associate and resident on camera is wearing a mask. The ED can remove their mask to do the opening and closing messages *if* they are the **only** person in the frame.
- If you decide to use video of walking through the community instead of photos, make sure to keep the camera as still as possible (no shaking, no quick turns, filmed at eye level, etc.).
 - Our team recommends using a handheld tripod to film intros and then carrying your camera on the tripod to limit the shaking from people's hands.
- Add soft, instrumental music behind the video to help keep the video moving.
- Make this video your own! Feel free to share unique aspects of your community, and tell brief stories about how your residents engage with each other.

Opening Title Slide

- "My Community" opening slide
- If possible, use the b-roll (general video footage) of residents sitting and laughing together.
- Additional slide – Welcome Home!

Message From Executive Director

- Welcome to Solstice at XX! My name is XX, and I'm the executive director of our community.
- Perks of living in a senior living community
 - Vibrant Life® daily programming and outings (outside of COVID-19)
 - Elevate® dining
- Check out all that our community has to offer ...

Sample opening script:

Hello! My name is XX, and I am the executive director of Solstice at XX. Our mission is to create a vibrant community for our residents through meaningful care and excellent service.

As an independent senior living community, we encourage our residents to live vibrantly every day. Our Vibrant Life® program inspires and encourages residents to be active and adventurous with a host of activities and events to take part in!

Our culinary team is dedicated to creating delicious meals that meet any dietary needs our residents may have. We create delightful dining experiences based on your personal tastes, creating flavorful menus with a variety of options and making nearly everything from scratch.

With a variety of amenities and activities, we hope that you will consider calling Solstice at XX home! Now, let's take a walk through our community!

Outdoor Community Shoot

For the outdoor community tour, we recommend creating title slides with text and then a picture of the area. You can add a walk-through video of the space after the slide to give a more extensive feel of the space.

- Slide – Outside of Solstice at XX
- Headers of area names over each photo/video
- Courtyards
- Walkways
- Outdoor entrance
- Walking paths
- Ponds/wildlife/nature trails
- Pool

Indoor Community Shoot

For the indoor community tour, we recommend creating title slides with text and then a picture of the room. You can add a walk-through video of the space after the slide to give a more extensive feel of the space.

- Slide – Inside of Solstice at XX
- Headers of area names over each photo/video
- Front entrance
- Dining area
- Front office
- Library

- Game room/study
- Beauty salon
- Common areas
- Kitchen

Open Floor Plan Shoot

- Note – It would be best to record this video as a one-off so we can share short videos of open floor plans on Facebook, in addition to the full virtual tours.
- Slide – Ready to make the move? Check out our current room plans!
- Slide – Still image of the floor plan from above (what is shown on the website)
 - Please ensure you film a walk-through of each available floor plan at your community.
- Walk-through of an open (preferably staged) room
 - Showcase kitchenette, bedrooms and living rooms, as well as any unique features like balconies or patios.

Message From Director of Sales and Marketing or Executive Director

- We hope you can see yourself as a member of our community.
- Respite stay and open floor plans
- Call us today to learn more about move-in options.

Sample closing script:

We are so grateful that you took the time to virtually tour our community. At Solstice at XX, we are family and would love to have you join us! If you have any questions or would like to learn more about life at Solstice at XX, please contact us at XXX-XXX-XXXX. Welcome home!

Closing Title Slide

- Video collage of Solstice associates saying “Welcome Home”
- My Community closing slide