



In-Person Tours Video Script

Note: This video script is for communities in the green, yellow or orange stages.

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 – *In-Person Tours Now Available*

Sample 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.

For several months, we have not been able to offer in-person tours of our community to ensure the health and safety of our residents and associates. Now, following CDC guidelines and local protocol, we're currently offering tours of our community to prospective residents!

We would love to have you stop by Solstice at **XX** to see if our community could be the perfect fit!

If you are interested in touring our community, please contact us at XXX-XXX-XXXX to learn more. Welcome home!

Closing Title Slide

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