



Lively Mobile Plus Video Script

Examples:

Solstice at Corpus Christi –

<https://corpuschristi.oneday.com/Video/E339FD6E3E?fbclid=IwAR0DOkp9Fauqyk6PCCm2wObQYiX2KWMxwkX6ZbXX1LBARbhJmVqo0G-OhN8>

Solstice at Grapevine – <https://grapevine.oneday.com/Video/A375BF166E>

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.
- Our team recommends using a tripod or handheld stabilizer to film your video to limit any shaking from people's hands.
- Add soft, instrumental music behind the video to help keep the video moving.
- Make this video your own! Make sure to add a feel of your Solstice Senior Living community to your video!

Opening Title Slide

- "Lively Mobile Plus and GreatCall" opening slide title
- If possible, use b-roll (general video footage) of residents sitting and laughing together.

Sample Script

Hello! My name is XX, and I am the executive director of Solstice at XX. Our mission is to create a vibrant and safe community for each resident. Today, I wanted to talk about GreatCall Lively Mobile Plus, which is one of the many benefits of making your home at Solstice at XX.

We understand our residents want to maintain their independence, and that's why we use Lively Mobile Plus to help enhance their well-being and ensure safety wherever they go. This lightweight, waterproof device is given to each resident when they move into our community. Anytime a resident needs help or has an accident,

they simply press the button and are connected to a GreatCall operator, 24/7. An operator will confirm the resident's location, assess the situation, and get the help they need by using patented GPS technology and the information in their personal profile. If your loved one is staying at our community, you can download the GreatCall Link app to receive notifications if help is requested.

To learn more about Lively Mobile Plus or life at Solstice at **XX**, call us today. We look forward to hearing from you!

Closing Title Slide

- "My Community" closing slide