



## Vibrant Life® Video Script

### Filming Notes

- Make sure that every single associate and resident on camera is wearing a mask. The VLD 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

- "Vibrant Life®" 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 Vibrant Life director of Solstice at XX. Our mission is to create a warm, engaging and safe community for each resident. Today, I want to talk about our Vibrant Life program, which is one of the many benefits of calling Solstice at XX home.

Vibrant Life is an innovative approach designed to enhance and enrich our residents' lives. Thoughtfully designed to connect residents with family, friends and the community, our Vibrant Life program truly inspires, challenges – even dares you to be adventurous.

The seven core components of a Vibrant Life include: be inspired, be well, be challenged, be adventurous, be family, be social, and be connected. As the Vibrant Life director of our community, I plan activities and outings that allow residents to live life vibrantly on a daily basis.

Some of our residents' favorite Vibrant Life activities include XX and XX (e.g., field trips, chair yoga, making blankets for a homeless shelter, dance-a-thon, etc.).

Add a resident's testimony (example script below).

*Hi. My name is XX, and I've lived at Solstice at XX for XX months/years. My favorite Vibrant Life activity is XX because XX.*

To learn more about our Vibrant Life programs or life at Solstice at XX, call us today. We look forward to hearing from you!

**Closing Title Slide**

- "My Community" closing slide