

Centenarians - Celebrating 100+ Years of Life, Love, and Legacy | Social Media Campaign

Arrow Senior Living's Centenarians Campaign shines a spotlight on residents 100 and older, sharing their stories, style, and spirit through engaging social media.





Arrow Senior Living

Key Campaign Details

- **Storytelling** – Highlight centenarians' unique life stories, wisdom, and personality
- **Multimedia Content** – Share through videos, photoshoots, posts, and interviews tailored for social media
- **Celebration & Recognition** – Emphasize milestone achievement with centenarian sweaters, spotlights, and special moments.
- **Engagement & Reach** – Inspire audiences to share, interact, and celebrate along with the residents' communities.



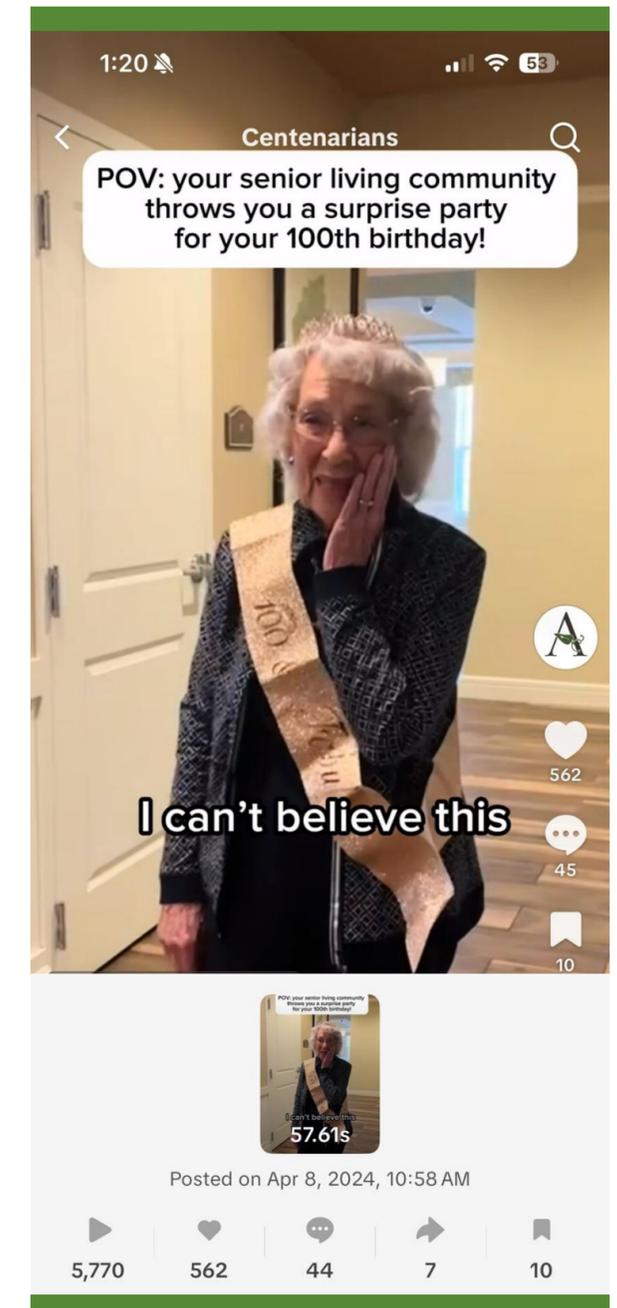
Results:

- Through our centenarian campaign, we boosted engagement across platforms — driving millions of views and thousands of shares, celebrating our 100+ year-old residents.

Arrow Senior Living: TikTok Campaign Impact Highlights



- TikTok has seen significant growth since the launch of the **Centenarians Campaign**, amplifying reach and connecting with new audiences through inspiring and celebratory stories.
- Reached **3.8 million video views**, amplifying awareness of Arrow's mission and residents' stories.
- **220K likes, 27K shares, and 4.5K comments** highlight strong audience engagement.
- **17K profile views** converted campaign buzz into deeper brand discovery.

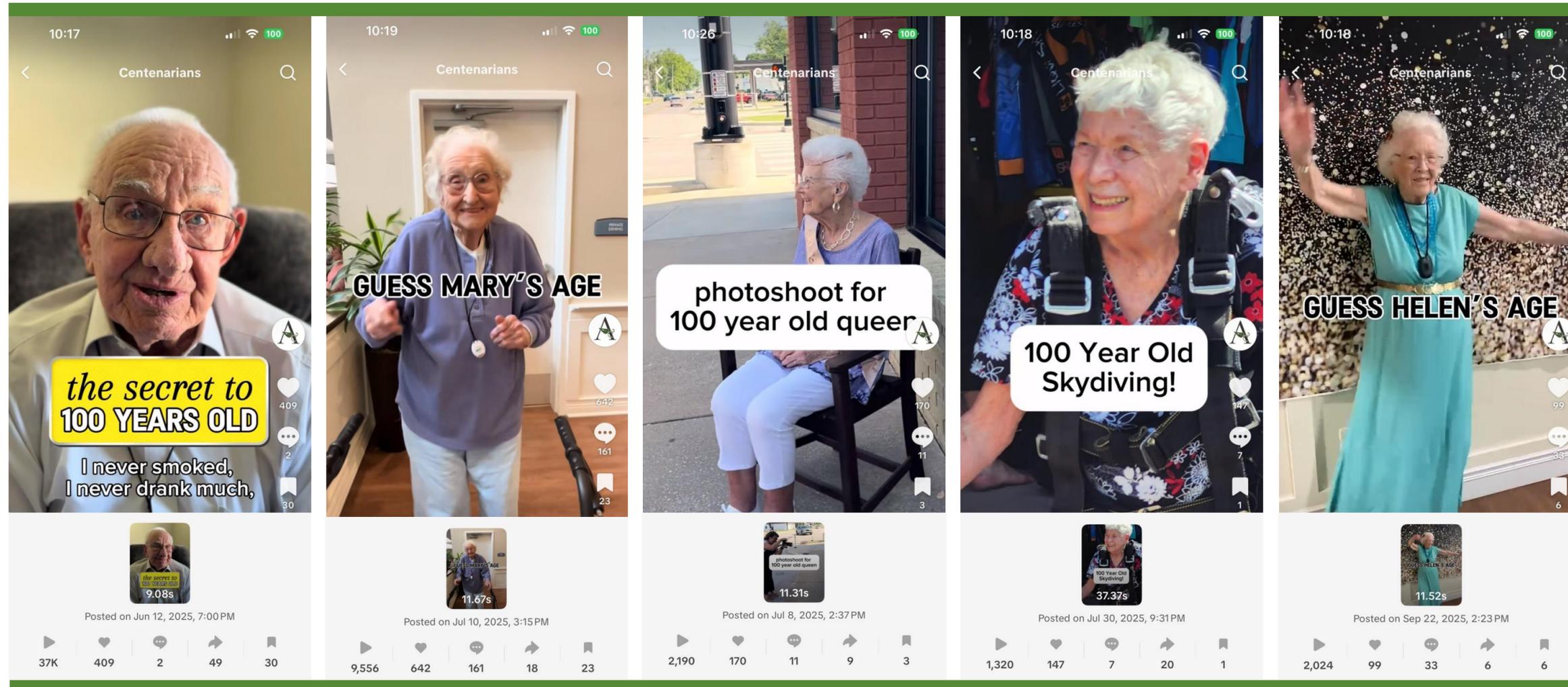




Arrow Senior Living: TikTok Centenarians Playlist

- Over **60 TikTok videos** highlighting residents 100+ years old.
- Content consistently earns **high engagement, views, and heartfelt comments.**
- Playlist celebrates the **stories, humor, and resilience** of centenarians.

<https://www.tiktok.com/@arrowseiorliving/playlist/Centenarians-7350354849130613547>



Scan me – and
don't forget to
turn on the sound!



Arrow Senior Living: TikTok Centenarians Playlist Impact

- **Relatability drives reach** – Clips like “Guess Mary’s Age” sparked thousands of views and comments.
- **Bold storytelling engages** – Skydiving and milestone reflections generated strong shares and saves.
- **Short + celebratory moments perform best**, pulling audiences into deeper interaction with Arrow’s TikTok.
- **Playlist structure sustains momentum**, giving audiences a reason to keep exploring centenarian stories.

Video Title	Views	Key Insight
100 th Birthday Surprise	5.7K views	Milestone Magic
The Secret to 100 Years Old	37K+	Wisdom Wins
Guess Helen’s Age	2K views	Playful Hook
Guess Mary’s Age	9.5K views	Curiosity Sparks
100-Year-Old Photoshoot	2.1K views	Heartfelt Moments
100-Year-Old Skydiving	1.3K views	Adventurous Spirit

Video Title	Views	Engagement	Comments	Shares	Saves	Post Date
100 th Birthday Surprise	5,770	562	44	7	10	Apr 8, 2024, 10:58 AM
The Secret to 100 Years Old	37K	409	2	49	30	Jun 12, 2025, 7:00 PM
Guess Helen’s Age	2,024	99	33	6	6	Sep 22, 2025, 2:23 PM
Guess Mary’s Age	9,556	642	161	18	23	Jul 10, 2025, 3:15 PM
100-Year-Old Photoshoot	2,190	170	11	9	3	Jul 8, 2025, 2:37 PM
100-Year-Old Skydiving	1,320	147	7	20	1	Jul 30, 2025, 9:31 PM

Comments:

- Brenda: 100???? Lorraine, you're an inspiration! We should all be so lucky! 🍀🥳🎉🎂
- sar: Good sense of humor will let you live longer 🍌🍌
- Sneros: Whatever age she wants to be... 🤔
- Beauty4Ashes: BLESSED!!! That's her age!! She's still here living and having fun!
- SuperAging: What an amazing photoshoot! The photos look lovely 😊
- Libbykeis33 - Friends: This is absolutely incredible!! I hope I have Peggy's courage when I grow up 😊

Arrow Senior Living: Instagram Reel Performance Highlights



Cross-posting extended centenarian stories beyond TikTok, sparking engagement across Instagram and Facebook.

Niche Appeal

- **Peggy, the 100-year-old skydiver**, 1,871 views. While lower in volume, it drew attention through a bold, adventurous theme.

Reel insights



And today she's making her 4th jump at 100 years o...

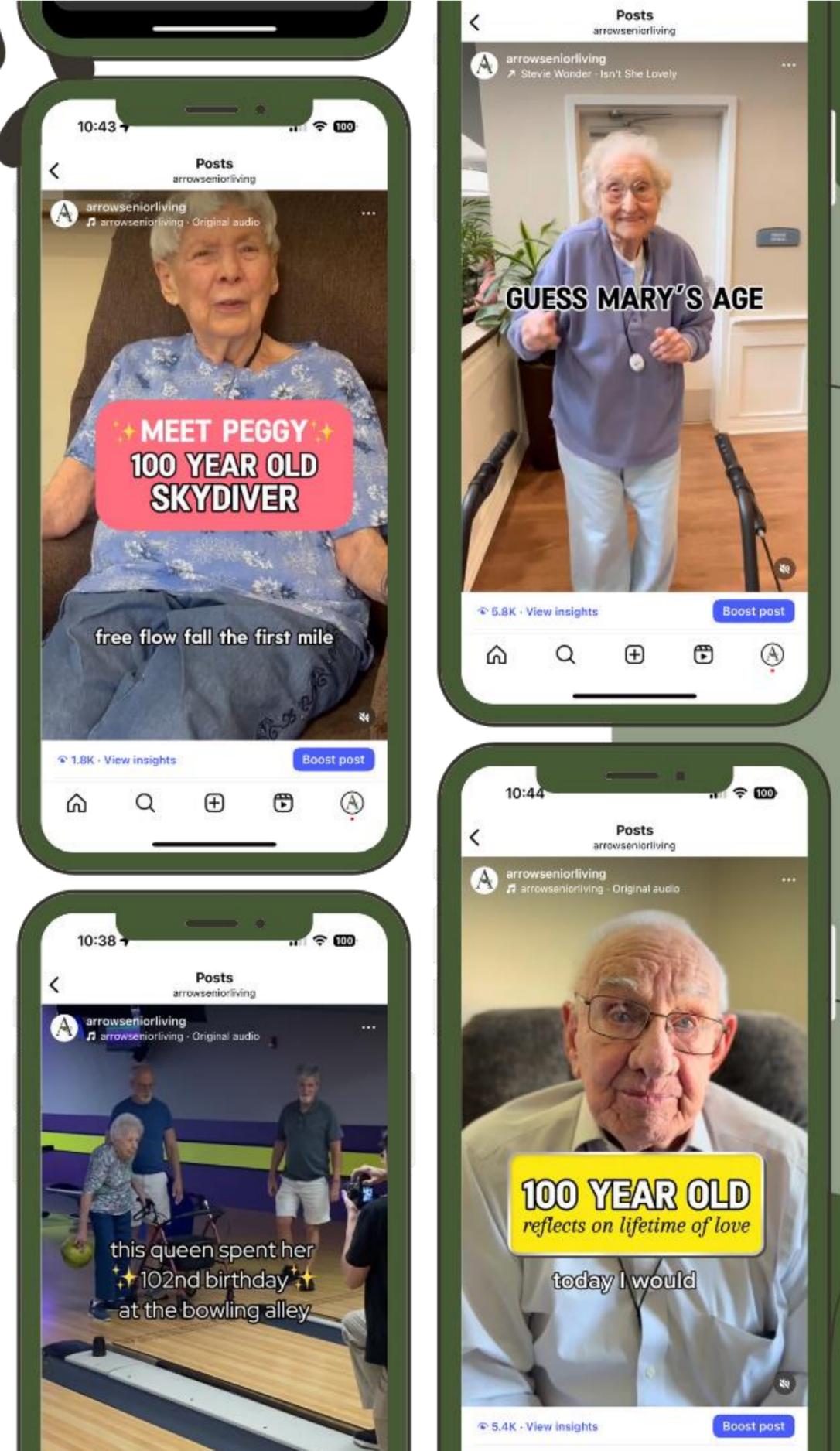
July 20 · Duration 0:56

16 0 3 0 1



Overview ⓘ

Views	1,871
Watch time	2h 5m 43s
Interactions	20

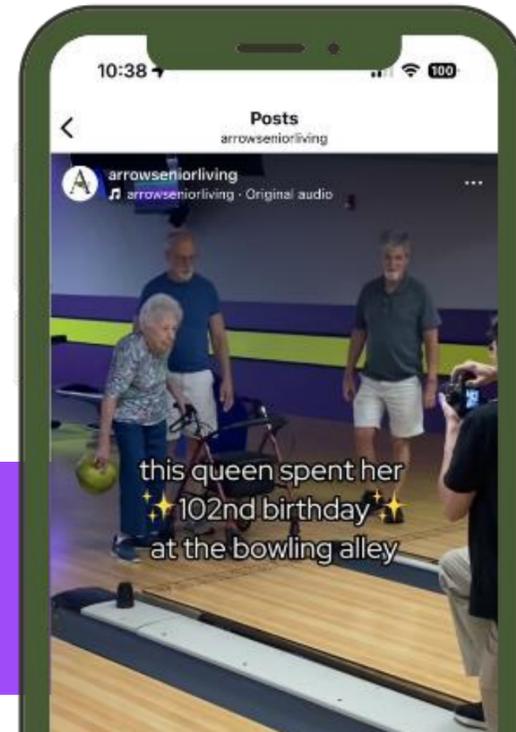
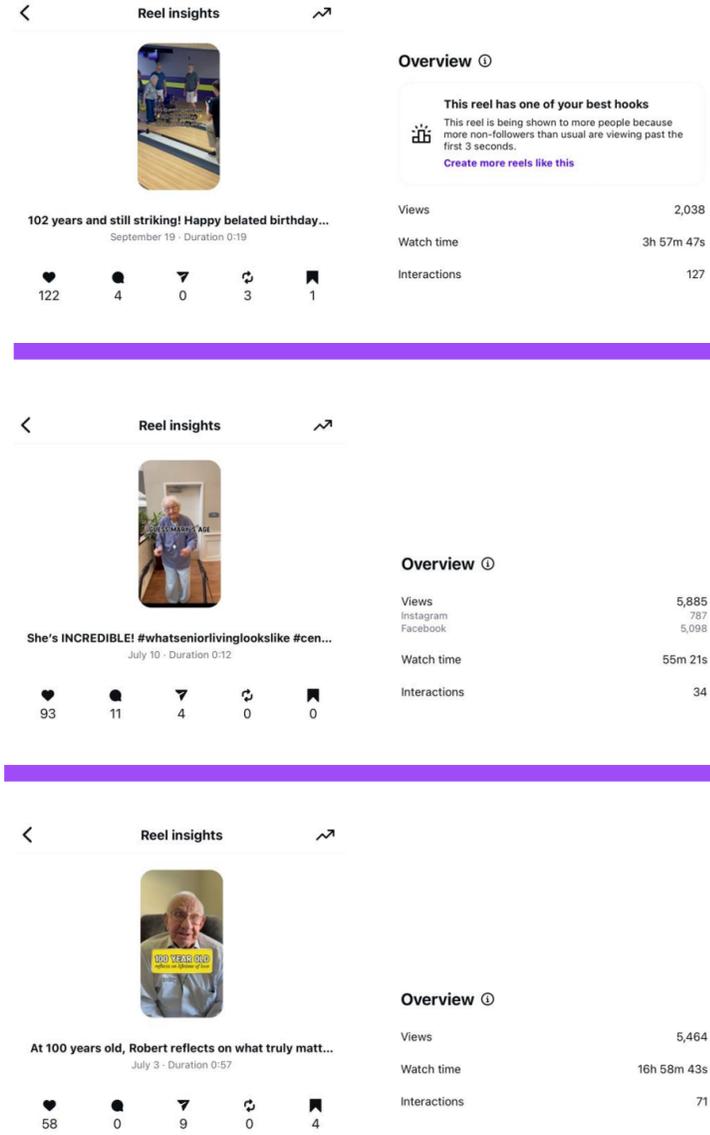


Arrow Senior Living: Instagram Reel Performance Highlights



High engagement examples:

- Robert's reflection at 100 years old drew **5,464 views** and nearly 17 hours of watch time, showing the power of heartfelt storytelling.
- Mary's "Guess her age" clip went **viral cross-platform (5,885 views, 5,098 from Facebook)**, proving short, fun formats drive broad reach.
- The 102nd birthday bowling reel earned **127 interactions** with just **2,038 views**, **the strongest engagement rate** of the set.



Audience insight: Emotional, authentic, and surprising senior stories consistently outperform, keeping viewers watching longer and encouraging shares, comments, and likes.

Arrow Senior Living x Silverts Centenarians Club Sweaters



In partnership with Silverts, Arrow Senior Living gifts Centenarians Club sweaters to residents 100 and older — a visible symbol of dignity, belonging, and milestone achievement.



Centenarians Club Sweaters Instagram Post Highlights

Collaborating with Silverts on Instagram broadened our reach while showcasing adaptive, stylish clothing. These posts highlighted centenarians proudly wearing their sweaters, reinforcing both dignity and visibility.

- **5.8K+ views** on top-performing post.
- Consistently **3–5K views per post**, showing steady engagement across content.
- Posts drove **hundreds of interactions** (likes, comments, shares), extending beyond Arrow's usual audience.
- Partnership positioning tied Arrow's storytelling to a **national adaptive clothing brand**.



arrowseniorliving and silverts_adaptive

July 18 at 8:16 AM

38 4 3 0 1

Overview ⓘ

Views	3,357
Interactions	46

arrowseniorliving and silverts_adaptive

August 6 at 8:05 AM

21 0 2 0 1

Overview ⓘ

Views	5,383
Interactions	24

arrowseniorliving and silverts_adaptive

September 6 at 6:00 AM

20 0 0 0 0

Overview ⓘ

Views	3,643
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arrowseniorliving and silverts_adaptive

September 2 at 1:45 PM

23 1 1 0 0

Overview ⓘ

Views	3,875
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arrowseniorliving and silverts_adaptive

September 17 at 9:41 AM

14 2 1 1 0

Overview ⓘ

Views	1,876
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Centenarians Club Sweaters

Instagram Reels Performance

Sharing sweater stories as Reels amplified visibility and brought authentic celebration to wider audiences. These reels blended lifestyle, fashion, and milestone achievement.

- One reel hit **10K+ views** with **over a full day of watch time** (1d 2h+), proving long attention spans when storytelling + brand are combined.
- Another reel earned **131 interactions** with **16+ hours watch time**, showing strong resonance with viewers.
- Reels consistently exceeded **2K–4K views**, making partnership content more discoverable.
- Collaboration not only celebrated centenarians but also positioned Arrow + Silverts as leaders in adaptive fashion storytelling.



arrowseniorliving and silverts_adaptive
arrowseniorliving · Original audio

10K · View insights

Boost post

A century of wisdom, warmth, and wit—celebrating...
June 17 · Duration 0:32

91 5 6 0 5

Overview ⓘ

Views	10,027
Watch time	1d 2h 18m 11s
Interactions	107



arrowseniorliving and silverts_adaptive
arrowseniorliving · Original audio

4.1K · View insights

Boost post

Welcome to the club, Imogene!! #whatseniorliving!...
July 15 · Duration 1:15

116 7 5 1 3

Overview ⓘ

Views	4,139
Watch time	16h 1m 11s
Interactions	131



arrowseniorliving and silverts_adaptive
Peaceful Reveries · Carefree Days

2.1K · View insights

Boost post

We love this look on Doralee thanks to @silverts_ad...
August 12 · Duration 0:19

41 0 1 0 1

Overview ⓘ

Views	2,196
Instagram	2,164
Facebook	32
Watch time	3h 36m 43s
Interactions	43

Result: The Silverts partnership amplified campaign visibility, driving over 20K combined views and hundreds of interactions while reinforcing dignity and belonging for residents 100+.

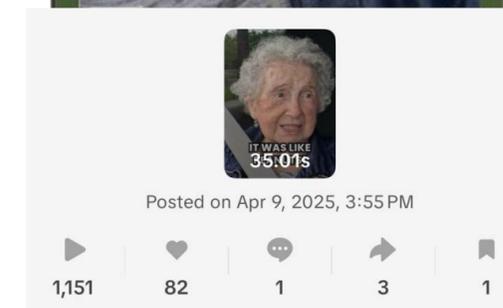
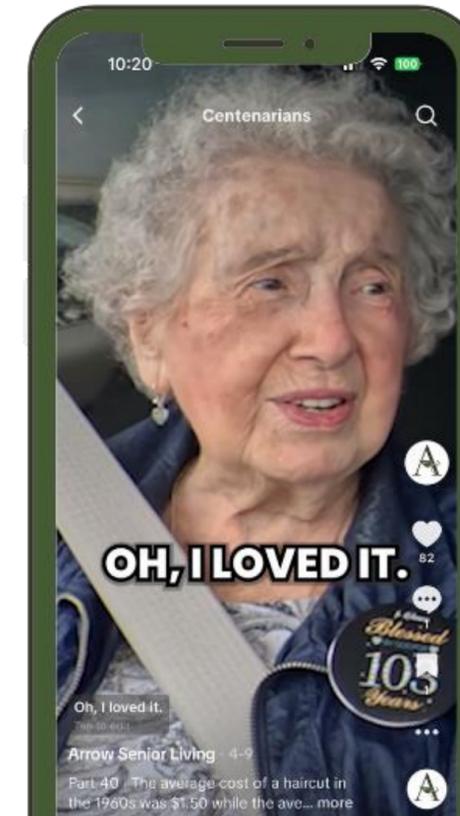
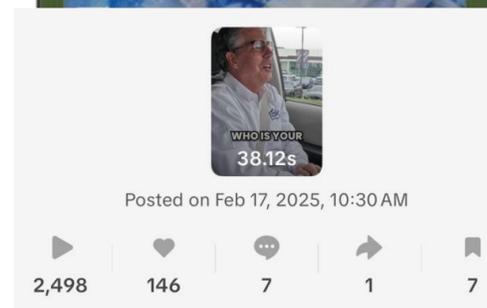
Vintage Voices Series

Resident Stories on the Road



In partnership with TaleGate and Dash Media, the Vintage Voices series captured centenarians' stories in ride-along interviews — blending wisdom with relatability for strong engagement.

- “My Favorite President?” — **2.5K views and 150+ likes**, sparking curiosity and interaction.
- “Oh, I loved it” — **1.1K views and 80+ likes**, proving candid memories connect.
- “You Did What You Did” — **1.2K views**, showing playful storytelling has broad appeal.



Result: The TaleGate & Dash Media partnership expanded storytelling formats, giving Arrow's centenarians a new platform for wisdom, humor, and connection.



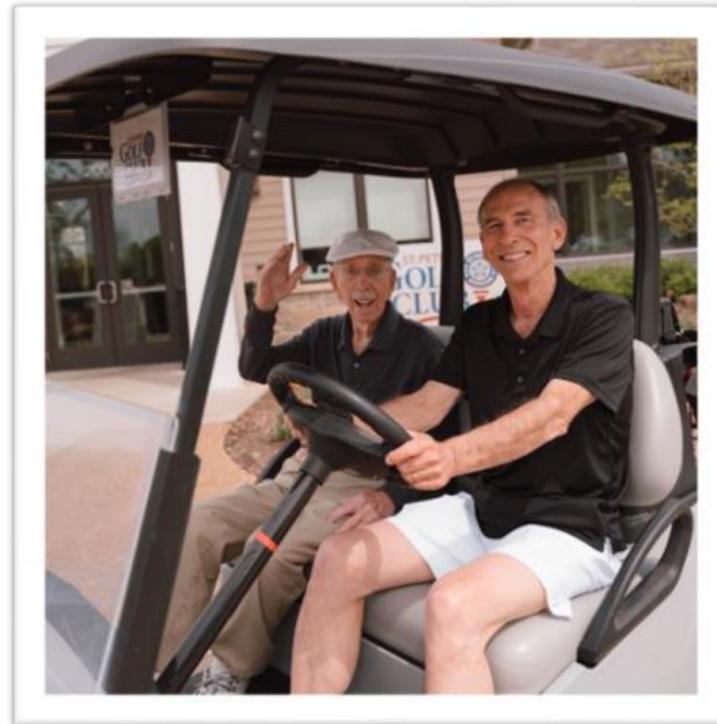
Resident & Family Reflections

Stories of Celebration and Gratitude

Family members share appreciation for milestone events that brought generations together.

“First, I'd like to thank you again for the wonderful birthday blast you folks threw for my 100 years old dad. The attention and pictures you took were awesome!

Especially fun was the visit to the golf course where dad got 1 of his 4 holes in 1. And then topping it off with the happy hour birthday celebration in the dining room to finish off the splendid day. We as a family and Dad had a great time!!!”



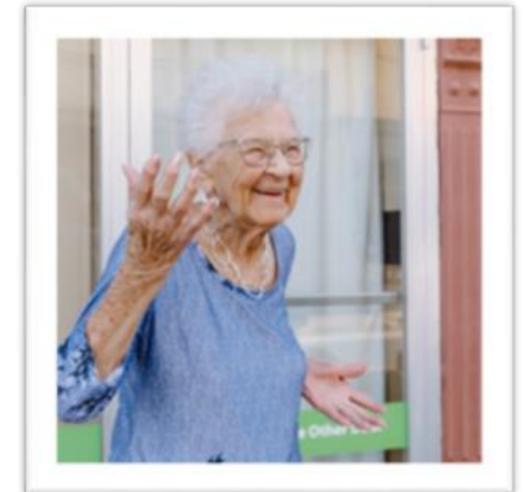
-Denny Crown,
Son of Dan Crown, Centenarian at The Boulevard St. Peter's

#WhatSeniorLivingLooksLike

Resident voices highlight the joy and meaning behind centenarian celebrations.

“It meant the world to me because I just thought they did an unusual job celebrating it. Everything was so beautiful. I'm thankful I live in a place like this that does these celebrations. It's just a wonderful thing.”

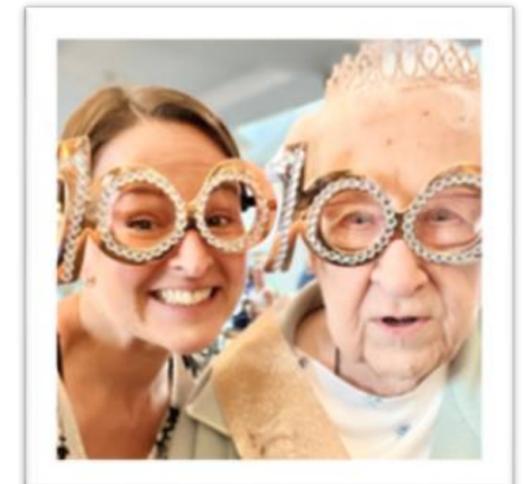
-Imogene, a Centenarian resident at
The Castlewood Senior Living



Team reflections highlight the significance of honoring journeys spanning over 100 years.

“Celebrating centenarians fills me with joy! It's like honoring living legends who've seen a hundred years of life, love, and laughter! Their stories inspire me and remind us all how beautiful the journey of life can be.”

-Jill Pawloski, Resident Services Director at
Vitalia Strongsville



Office Hours with Arrow: LinkedIn Live The Centenarians Club



Through LinkedIn and “Office Hours with Arrow,” we spotlighted the Centenarians Club, sharing stories and insights that engaged professionals, celebrated residents, and extended community impact.



Elizabeth Thompson, CDP, CADDCT, CMDP, PAC Trainer • 1st • 4d
Senior Regional Director of Memory Care and Dementia Support Educator

I love the way Arrow honors a life well lived! Such a gift for the families as well.

Like · 3 | Reply

Austin Marsh • 1st
Resident Experience Coordinator at Arrow Senior Living.

Peggy is my idol! I cannot wait to skydive when I am 100!

Like · 5 | Reply

Ayana King • 1st
Award-Winning Keynote, DEI Consultant + Coach | Founder & CEO | Lif...

such a beautiful initiative! good job!!

Like · 2 | Reply

Sarah Varner • 1st • 4d
Creative Designer

You all said it beautifully — capturing these stories is so meaningful. I love hearing how this project got started, and I appreciate that it creates a lasting treasure for families, something they may not have considered before but will cherish forever.

<https://www.linkedin.com/events/officehourswitharrow-thecentena7372286743301107712/theater/>



Arrow Senior Living Management

4,907 followers
1w • Edited •

Across our communities, we’re honored to celebrate residents who reach the incredible milestone of becoming centenarians. From professional photoshoots and festive parties to sharing their stories on social media, we make sure these 100+ birthdays are unforgettable. It’s our way of honoring their legacies, highlighting their joy, and reminding everyone that life is full of moments worth celebrating — at every age. Join **Shannon Novak**, **Rachel Sheehan**, **Elizabeth Keislar**, and **Deidre Rombach** to learn about our favorite club!

