



Doubling Activities Using YouTube Premium

Jenny Barlow | Certified Dementia Professional, 15 Years in Senior Living

Today's Take-Aways

Why:

No Ads
+
Low Cost
+
Playlists

What/Who/When:

Active vs. Passive

Hyper-personalization

Ideal Timing

How:

Vetting Vids
+
Walk Through Playlist
Creation

Why:

No Ads + Low Cost

THE KILLER FEATURE: WHY PREMIUM?

Skip Ads

\$26 /mo for 6 Screens

The Problem: "Diarrhea ads" ruining the mood.

The Impact: interruptions devastate dementia immersion.

The Tip: Use Touchscreen TVs for easy navigation.

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Why:

Playlists

POWER OF CURATED PLAYLISTS



Save & Reuse

Build it once and use it over again. Curate amazing playlists for Mardi Gras, Easter, or the 4th of July, and it's waiting for you next year.



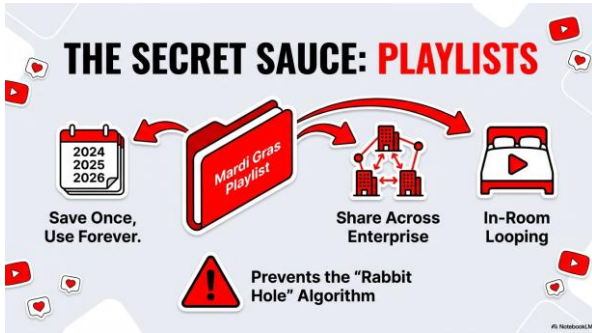
Avoid Rabbit Holes

No more weird autoplay surprises! Toggle your playlist so it cycles cleanly through your curated videos without deviating safely all day.



Share Widely

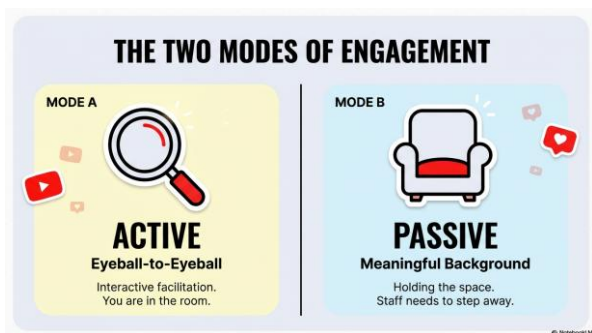
Easily share your excellent creations across communities. Playlists on loop are also perfect for residents who prefer staying in their rooms.



What:

Active vs. Passive Groups

(How you can double offerings)



CONTENT STRATEGIES

🗣️ Active Groups

Eyeball-to-eyeball, highly interactive facilitation.

This is when you are fully engaged. You sit with them, pause the videos often, ask questions, and prompt deep discussions.

📺 Passive Groups

Meaningful and safe background engagement.

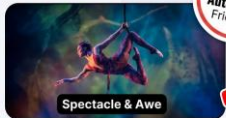
Used when staff needs to step away (e.g., preparing the next activity). It beautifully captures attention until the next primary event.

MODE 1: ACTIVE GROUP IDEAS



Facilitator Required!

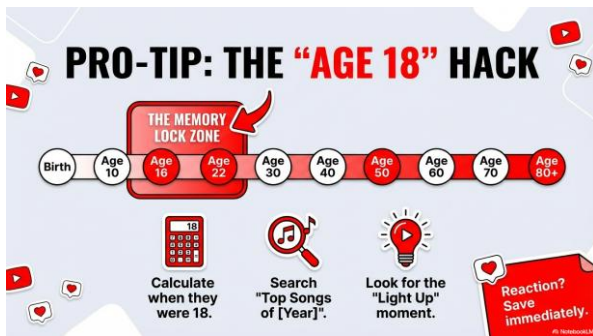
MODE 2: PASSIVE GROUP IDEAS

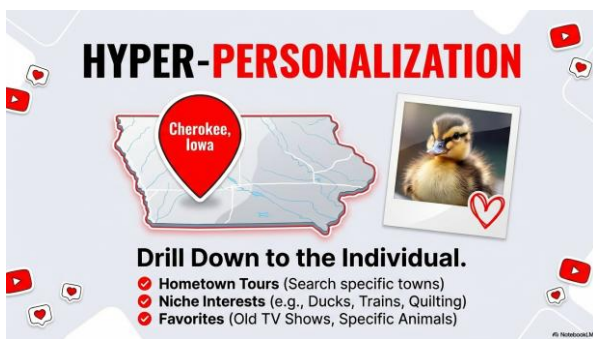


Auto-Pilot Friendly

Who:

Tips for Hyper-personalization

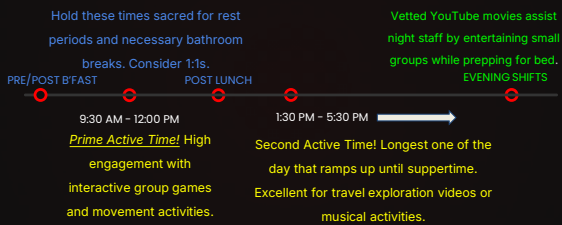




When:

Ideal Timing

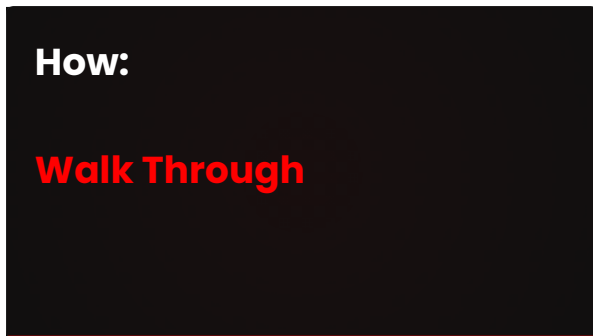
FITTING INTO THE DAILY FLOW



How:

Vetting Vids





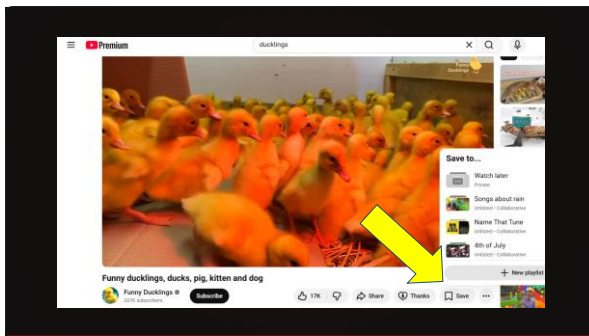


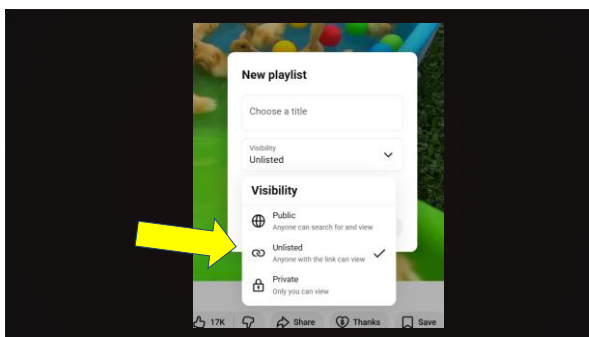
How:

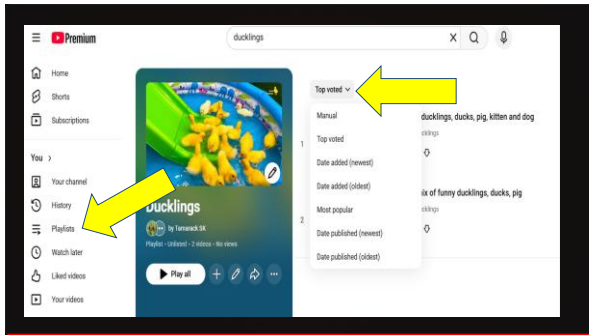
Got a laptop on you now?

Got a Gmail acct?

Try it as we discuss...







Today's **Take-Aways**

Why:	What/Who/When:	How:
No Ads + Low Cost + Playlists	Active/Passive Groups + Hyperpersonalization Ideal Timing	Vetting Vids + Walk Through Playlist Creation

GO FORTH & CURATE



Find content.
Spark discussions.
Share successes.
