

ISL Meet the Team Webpage Guide

The Meet the Team page on your website is a great way for current and prospective residents and their families to get to know the amazing staff that helps their community run so well. Follow these best practices to ensure your Meet the Team page is the best it can be.

To get your website updated, please email ISLwebsites@mpf.com.

Team Members

- Ensure that every member of your community's leadership team is accounted for on the website.
- Provide the correct first and last name of each team member, and be sure to include any credentials they have earned.

Headshots

- If possible, provide professionally taken, high-quality photos of your team members.
- If you are unable to have headshots taken professionally, use the highest-quality camera at your disposal. Have another person take your headshot, and stage these photos the same way as a professional. (We encourage you to refrain from having selfie-style photos on your website.)
- For backgrounds of headshots, use the spaces around your community, and where you can, use the same background for each team member. This helps create a consistent, cohesive look. Avoid taking photos against a blank wall. Outside shots can be good, but be sure the spot doesn't have too much sun to avoid squinting and shadows.



Bios

- To maintain consistency across your team's bios while also providing detailed information about themselves, please keep your bios to a length of three or four sentences.
- Prompt your employees to include the following:
 - **Experience:** What were your team members' previous positions? Have they worked in senior living before?
 - **Passion:** What drives them to work in senior living? What is their favorite part about working at your community?

- **Personality:** Outside of work, what can your team members be found doing? What are their hobbies?
- Any director needing additional help on their team's bios can send a bulleted list with the information above.
- Avoid phrases like "for the last five years" or "joined in January" so that, as time goes on, your bio will not need to be updated often.

Example:

Since entering the senior living industry in 2009, Kevin Spoor has held multiple leadership positions and has been privileged to serve as executive director in various Nevada and California communities. He is passionate about building warm and trusting relationships with residents, families and the wider community, and his leadership of La Marea is exemplified by a deep care for residents and team members.

Outside of work, Kevin can be found traveling, enjoying a good wine, indulging his love for musical theater and spending time with his two daughters.

Updating the Page

- Consistently check to make sure your page is updated, and if it is out of date, please contact ISLwebsites@mpf.com to update the page.
- If anyone has been promoted or hired or has left your community, ensure that the webpage reflects this.

If you have any questions about your community's Meet the Team page or your website in general, please contact us at ISLwebsites@mpf.com.