

Tips to successfully launch Famileo

Here are some steps that are most important to follow to get you started in the best way in the first 4 weeks:



STEP 1

Send the Family letter or Email template + an example of a Gazette to the relatives of your residents and post the Social Media template on your social media to inform them about this new free service. If you would have the possibility to especially **contact the grandchildren and family members** living far away, that would be fantastic.



STEP 2

After having done Step 1, send invitations through your Famileo platform (in the Resident's profile) so that the families will receive an email with a link to get started and with their family code. Please feel free to **focus on 5-10 residents at a time**, whenever you can.



STEP 3

The success of Famileo mostly lies in **face-to-face communication** with the relatives as they will feel more at ease to ask you questions and for help to get started. It is important to mention that **Famileo is a free, private, easy to use reminiscence and well-being tool** and that it is a newspaper on paper for the residents. Keep it as simple as possible and put the accent on the fact that **Famileo literally takes a couple of minutes** of the family's time. Also feel to **give them ideas on what to publish**. Your Famileo Coach will always be there to support you and the families with any difficulties.



STEP 4

Follow up with families within two weeks' time – by phone or in person. Whenever families don't reply to your letter or email, or they say that they want to get started but don't take the time to do so, it is important to **follow up with them and to offer your (or the Famileo Coach's) help**. They often need help to register or that little boost to get started as they might think that Famileo will take a lot of time. Also, please feel free to **encourage the family members to pass the information on to other family members** and especially to the younger generations.



STEP 5

Feel free to send the families a picture of their loved one through the FamileoPro app (through 'Personal Messages') so that whenever they log in for the first time, they will have this lovely surprise on their 'Family Wall' already, which will highlight your work and it will motivate them to start publishing. Also, once residents have had their first gazette, feel free to **take a picture of them reading it and to send to their family** or to put it on social media to thank them for publishing.



STEP 6

Add Famileo to the welcome pack for new residents. Having a gazette of their family when they arrive in the home will help them to feel **less lonely, to have something to talk about** with other residents and staff members and to **get used to their new environment**.



STEP 7

Create a 'Famileo Corner' with the display stand, examples of gazettes and flyers we sent you **at the facility's reception area**. Also add pictures of residents receiving their first gazettes so that families see familiar faces when getting more information.