



# SIX MONTH REVIEW:

OCTOBER 21, 2019 – APRIL 30 2020

BY: DOMINIQUE MARTINO, M.A.



# WORK THAT WAS DONE FIRST 2 WEEKS AT CTKM

- Google Updates

- 2 Pictures Added
- Hours Changed
- Name Changed:
  - From: “Christ the King Manor- Du Bois”
  - To: “Christ the King Manor - DuBois

- Little Indeed (money spent)

- Facebook Updates

- Daily Pictures Added
- Hours Changed
- Name Changed:
  - From: “Christ the King Manor- Du Bois”
  - To: “Christ the King Manor – DuBois”

- Little Facebook (no money spent)

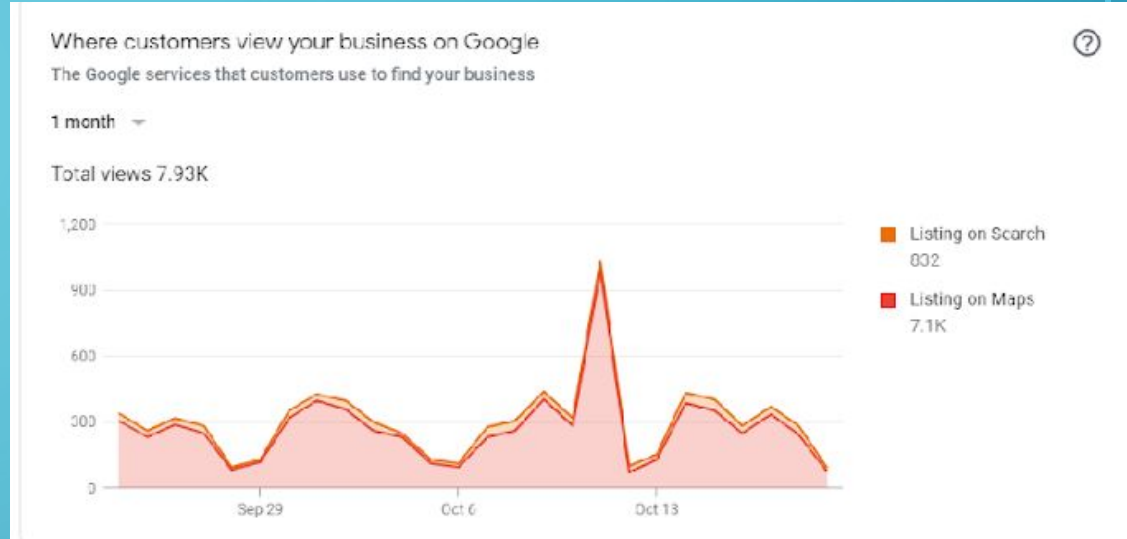
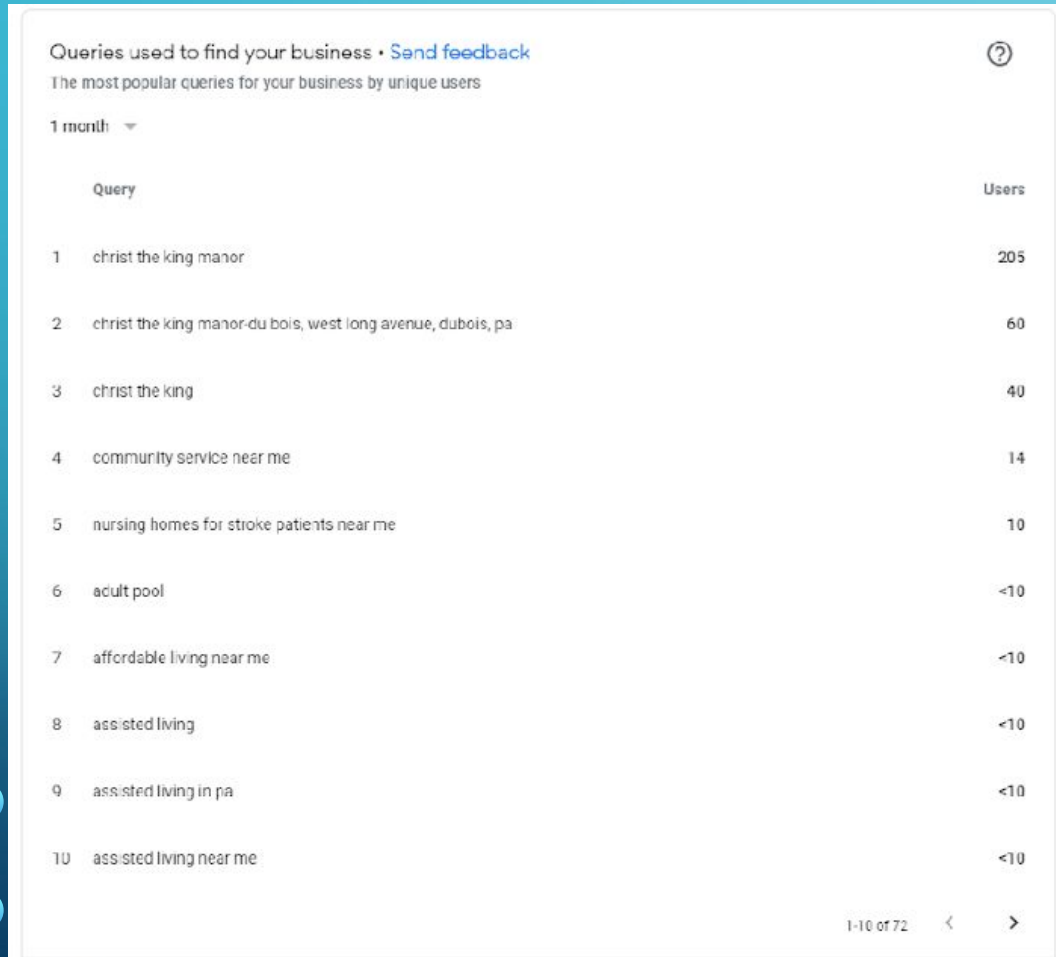
The background is a dark blue gradient. In the corners, there are decorative white line-art elements resembling circuit traces or neural network connections, with small circles at the end of the lines.

WORK THAT HAS BEEN DONE  
AFTER 6 MONTHS

# STATISTICS

COMPARING STATS FROM THE FIRST 2 WEEKS AT CTKM AND 6 MONTHS AT CTKM

# AFTER 2 WEEKS



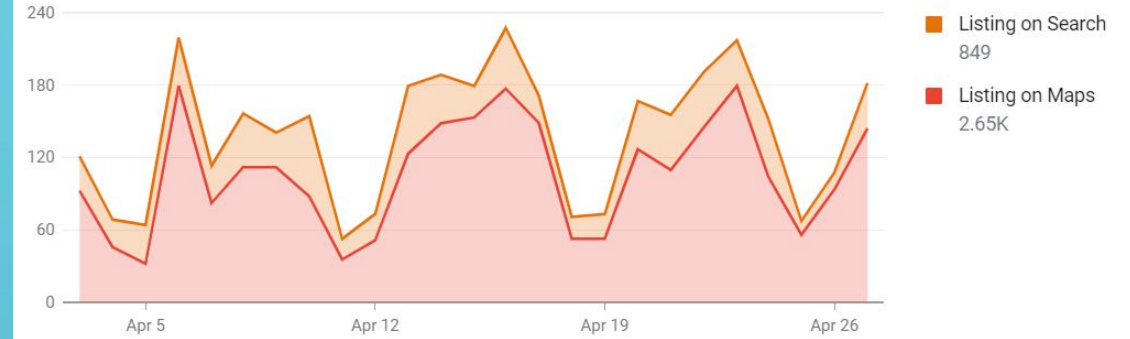
# AFTER 6 MONTHS

## Where customers view your business on Google

The Google services that customers use to find your business

1 month

Total views 3.5K



## Queries used to find your business • [Send feedback](#)

The most popular queries for your business by unique users

1 month

Query

- 1 christ the king manor
- 2 christ the king
- 3 community service near me
- 4 nursing homes near me
- 5 area nursing homes
- 6 assisted living
- 7 assisted living apartments



Users

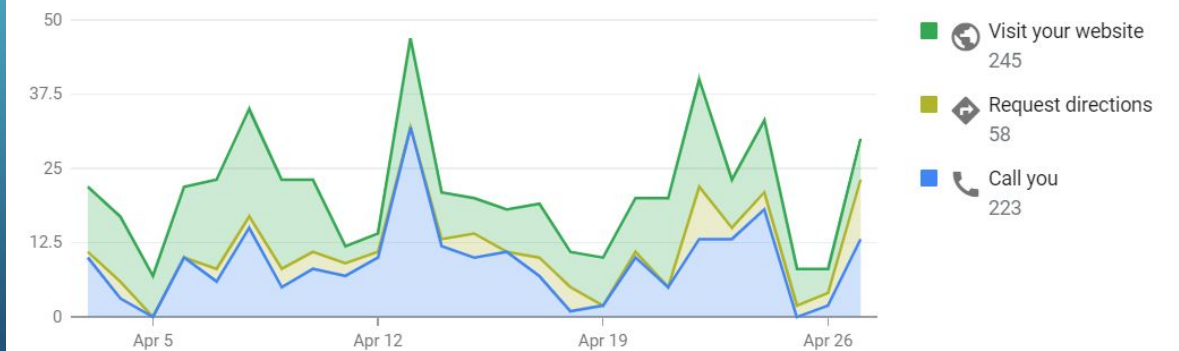
- 213
- 28
- 18
- 16
- <10
- <10
- <10

## Customer actions

The most common actions that customers take on your listing

1 month

Total actions 526



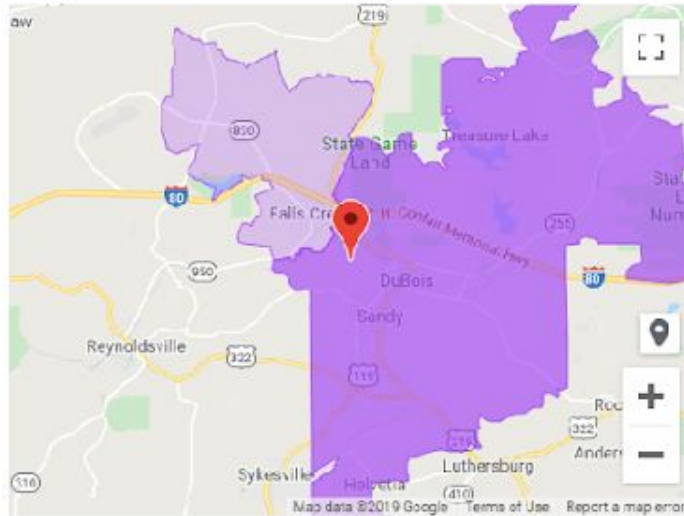
# AFTER 2 WEEKS

## Directions requests

The areas where customers request directions to your business from

1 month

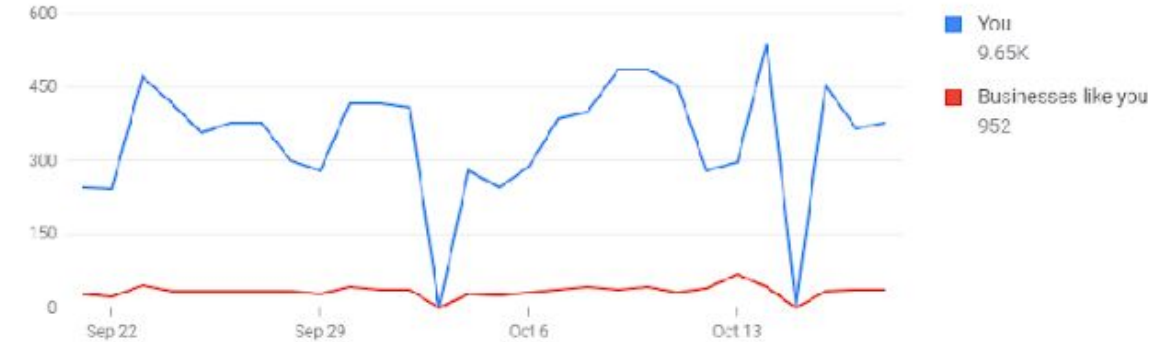
15801	54
15840	11



## Photo views

The number of times your business photos have been viewed, compared to photos from other businesses

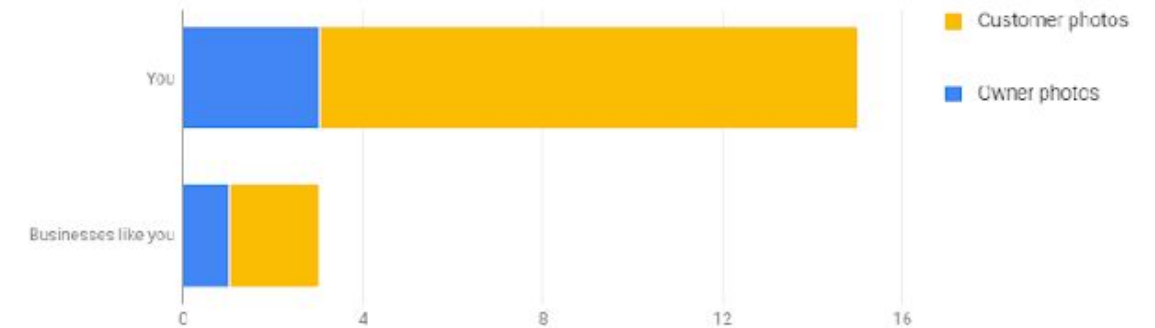
All photos 1 month



Your photos receive 913% more views than similar businesses. [Post more to stay ahead](#)

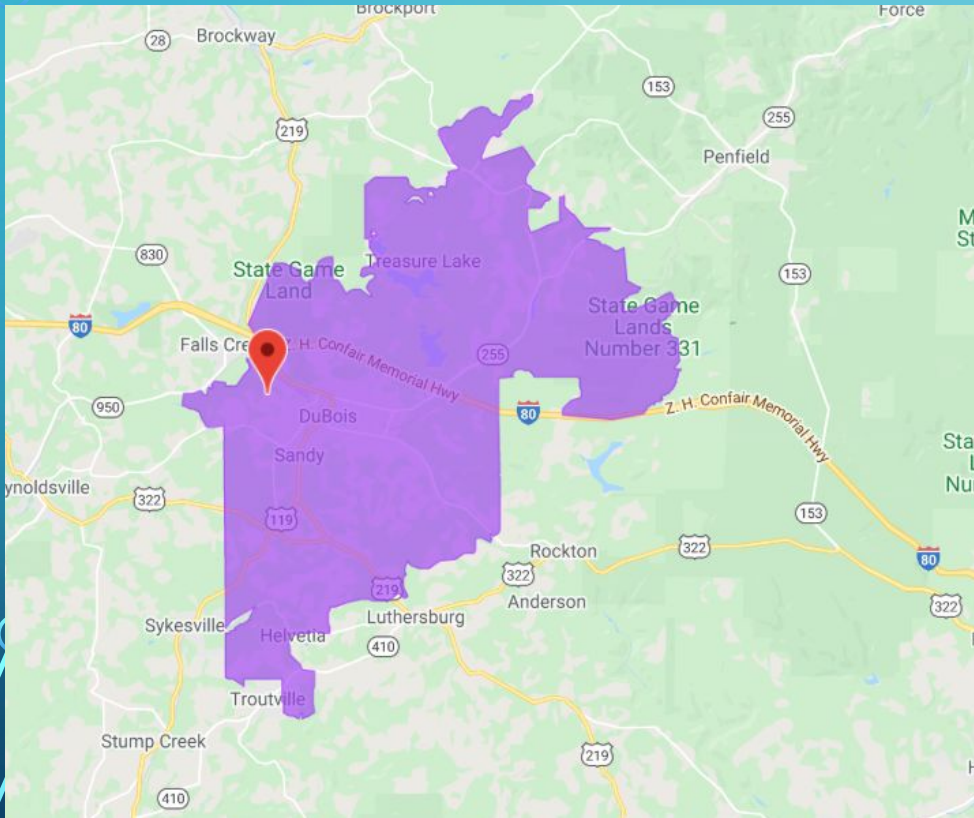
## Photo quantity

The number of photos that appear on your business, compared to photos from other businesses





# AFTER 6 MONTHS

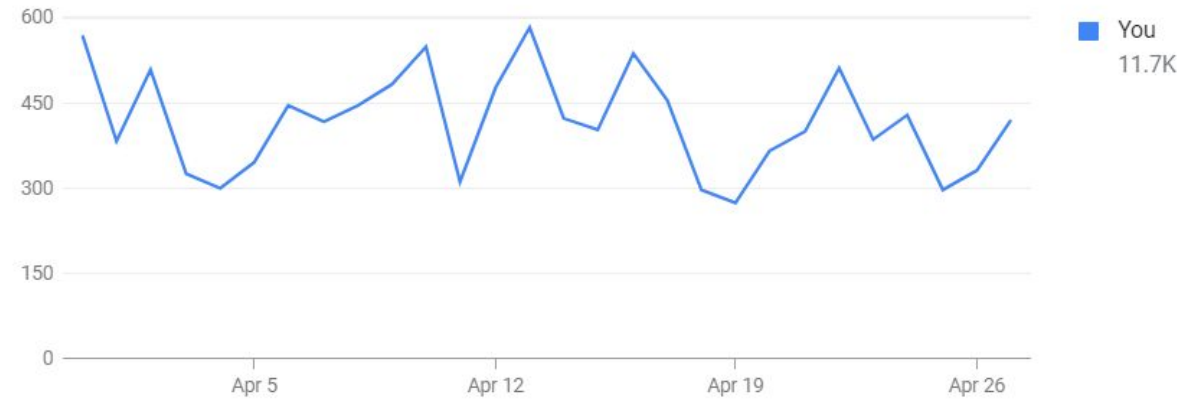


## Photo views

The number of times your business photos have been viewed

All photos

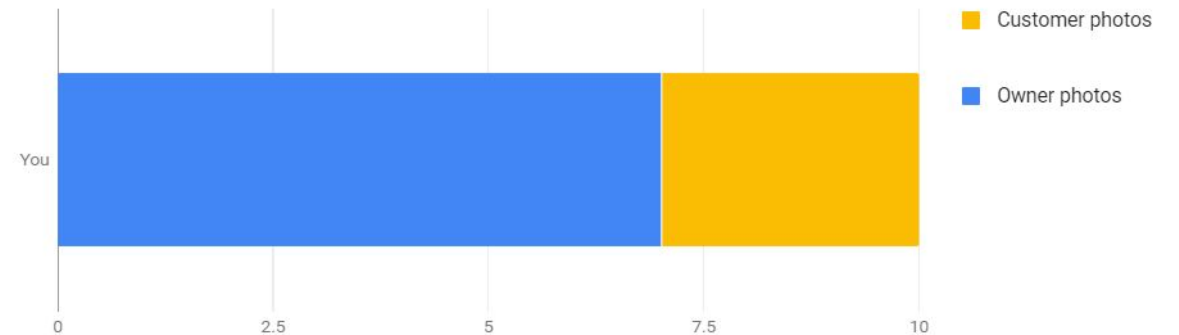
1 month



Your photos receive more views than similar businesses. [Post more to stay ahead](#)

## Photo quantity

The number of photos that appear on your business, compared to photos from other businesses



# AFTER 2 WEEKS

NAME ON GOOGLE:  
CHRIST THE KING MANOR - DUBOIS

Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start with \$100 in free ad credits

[Get started](#)

## PERFORMANCE

Views	Searches	Activity
7.93K	3.3K	695
Search views		832 (+9%)
Maps views		7.1K (+13%)

Performance over the past 28 days

## LATEST REVIEWS



zencal x

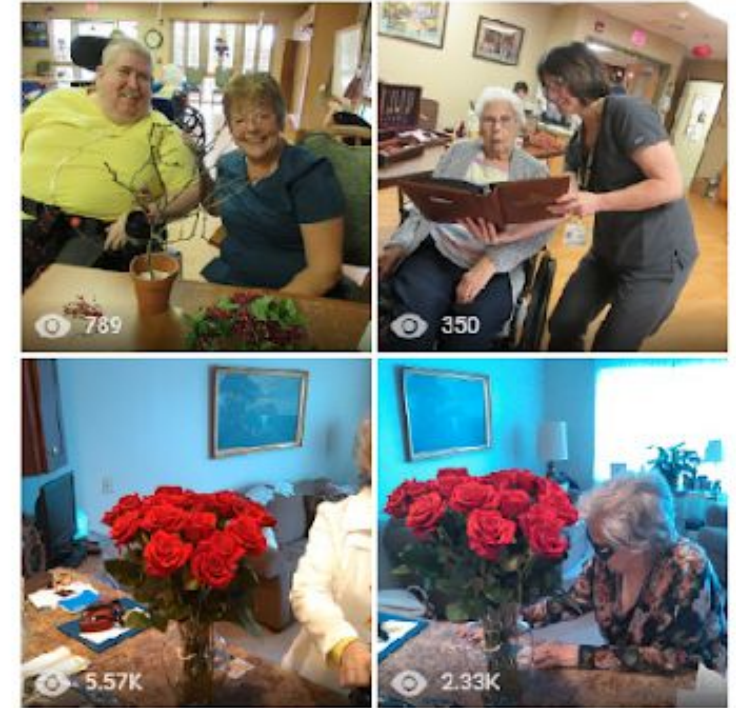
★★★★★ 8 weeks ago

Really lovely facility. Nice surroundings, excellent staff, lots of activities for the residents.

[Reply](#)

[Skip](#)

## LATEST CUSTOMER PHOTOS



[Manage photos](#)

## YOUR BUSINESS IS ON GOOGLE

[View on Maps](#)

[View on Search](#)

## Pending edits

Some edits are pending. Edits may be reviewed for quality and can take up to 3 days to be published.

[Learn more](#)

# AFTER 6 MONTHS

NAME ON GOOGLE:  
CHRIST THE KING MANOR

[Create post](#) | [Add photo](#) | [Create ad](#)

### Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

[Update business hours](#)

[Post your COVID-19 update](#)

[Learn more](#)

### Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)

[Get started](#)

### GOOGLE ADS

Your ad is almost ready

Take a few minutes to finish your ad, and start reaching more customers.

[Finish ad setup](#)

### PERFORMANCE

Views	Searches	Activity
3.5K	1.5K	1.73K

Search views	849	(-25%)
Maps views	2.65K	(-23%)

Performance over the past 28 days

### Your latest post

Our residents are sending messages to their loved ones!

Mar 31, 2020

55 views | 0 clicks

[Create post](#)

[See more](#)

### LATEST CUSTOMER PHOTOS

2.29K | 67.8K

[Manage photos](#)

### Get more reviews

Share your Business Profile and get new reviews from customers

### LATEST REVIEWS

5 stars	████████████████████
4 stars	██████████████████
3 stars	██████████████
2 stars	██████
1 star	██

**4.3**  
61 Reviews



The image features a dark blue gradient background with white circuit-like lines and nodes in the corners. The text "ON FACEBOOK:" is centered in the middle-left area.

ON FACEBOOK:

AFTER 2 WEEKS

Creator Studio

Home

Content Library

Insights

Income

Monetization

Rights Manager

Sound Collection

Settings

Resources

Christ The King Manor

# Home

Post something...

Upload Video

Go Live

Instagram and IGTV publishing now available

Publish and schedule posts to Instagram and IGTV from Creator Studio.

Try It Now Dismiss

Recent Posts Last 7 Days

	Congratulations to our ven Yesterday 7:49 PM Christ The King Manor	0 VIEWS	92 ENGAGEMENT...
	... Christ The King Manor	0 VIEWS	8 ENGAGEMENT...
	... Christ The King Manor	0 VIEWS	0 ENGAGEMENT...
	... Yesterday 10:11 AM Christ The King Manor	0 VIEWS	12 ENGAGEMENT...

Insights Last 7 Days

- Minutes Viewed: 0 ▲ 0%
- 1 Minute Video Views: 0 ▲ 0%
- Net Followers: 12 ▲ 71.4%
- Engagement: 0 ▲ 0%

Posts Last 28 Days

- 2 scheduled posts
- 0 drafts
- 0 expiring posts

# AFTER 6 MONTHS

Christ The King Manor

You can now connect your Instagram account [Got it](#)

## Home

Post something... [Upload Video](#) [Go Live](#)


### Curation Crash Course

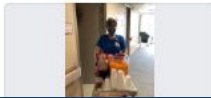
See how you can identify loyal viewers, ensure community standards and curate better content in Creator Studio

[Watch Video](#) Dismiss

### Recent Posts

Last 7 Days

 **Gary May is making whit...** -- VIEWS **32** ENGAGEMENT  
Today 11:37 AM  
Christ The King Manor

 -- VIEWS **0** ENGAGEMENT  
Yesterday 9:53 PM

### Insights

Last 7 Days

Minutes Viewed **8** ▼ 47.1%

1-Minute Video Views **0** ▲ 0%

Net Followers **10** ▼ 37.5%

Engagement **2** ▼ 60%

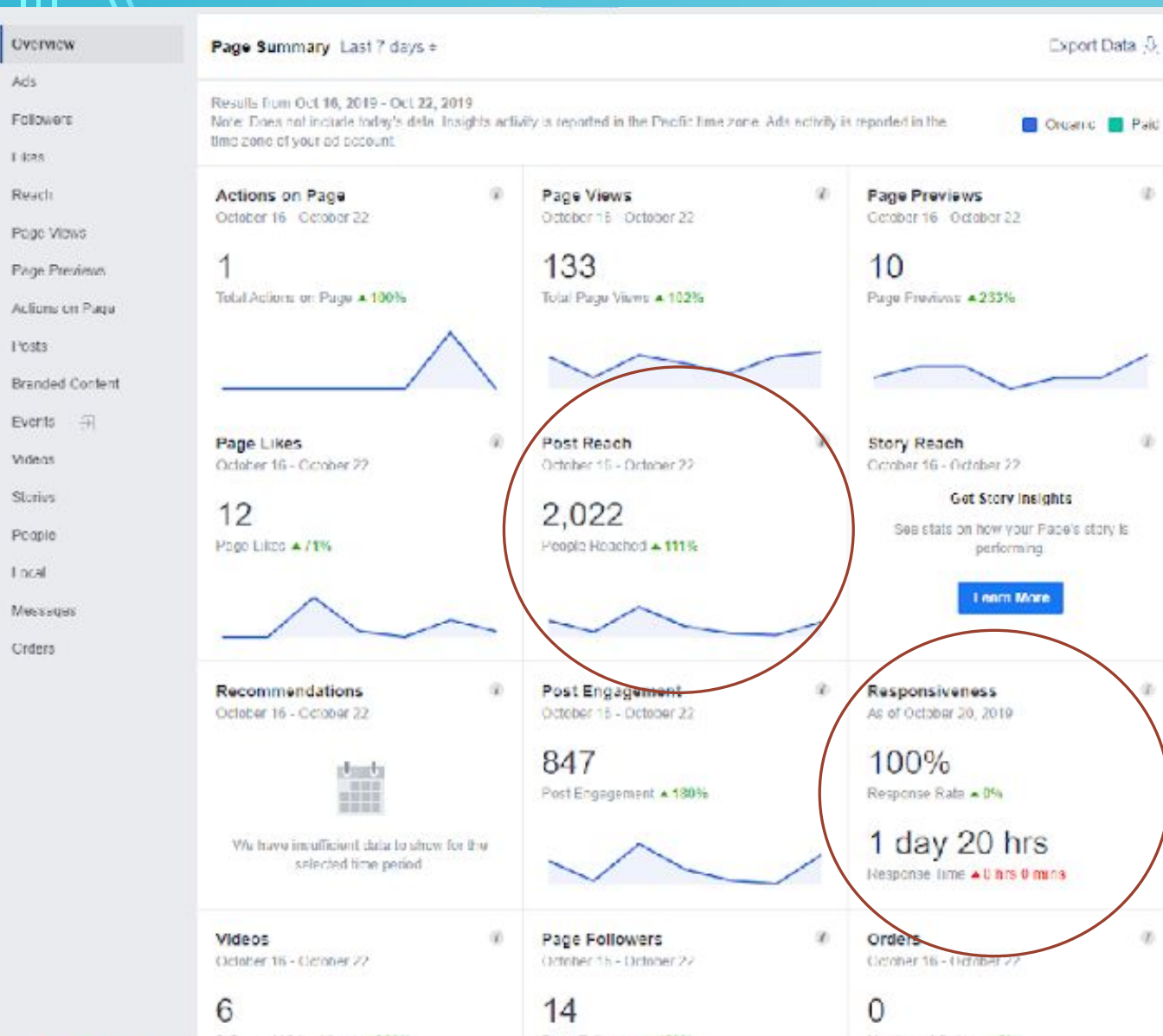
### Posts

Last 28 Days

0 scheduled posts

0 drafts

0 expiring posts



# AFTER 2 WEEKS

**Ad Results Have Moved**  
 All the info you're used to seeing, and more, is now in Ad Center. [Learn More](#) [Visit Ad Center](#)

**Your 5 Most Recent Posts** [Create Post](#)

■ Reach: Organic / Paid ■ Post Clicks ■ Engagement

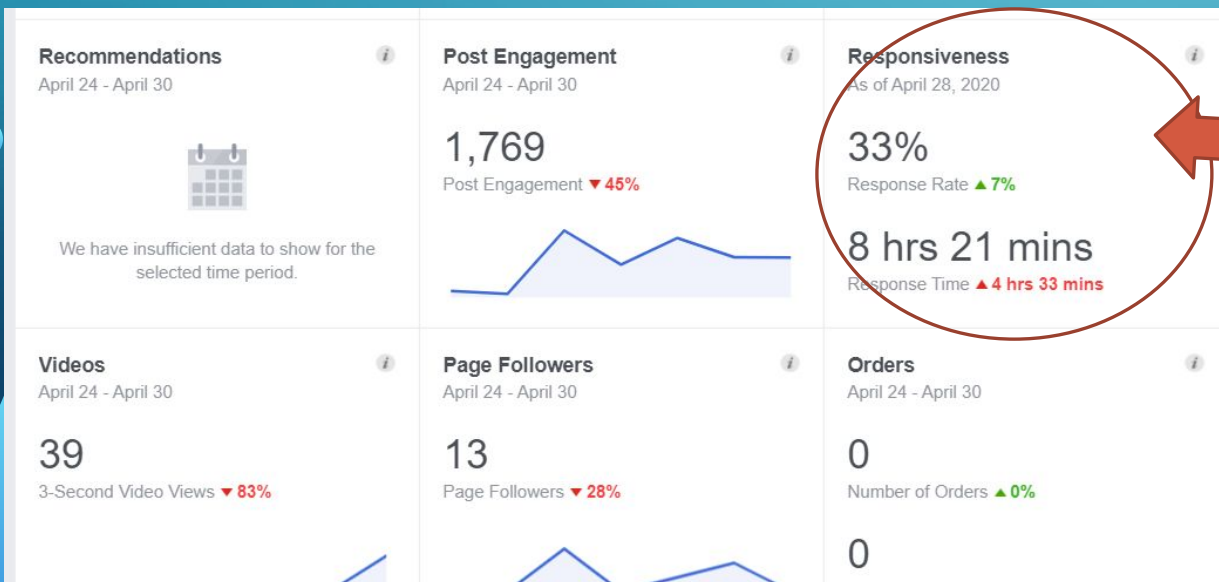
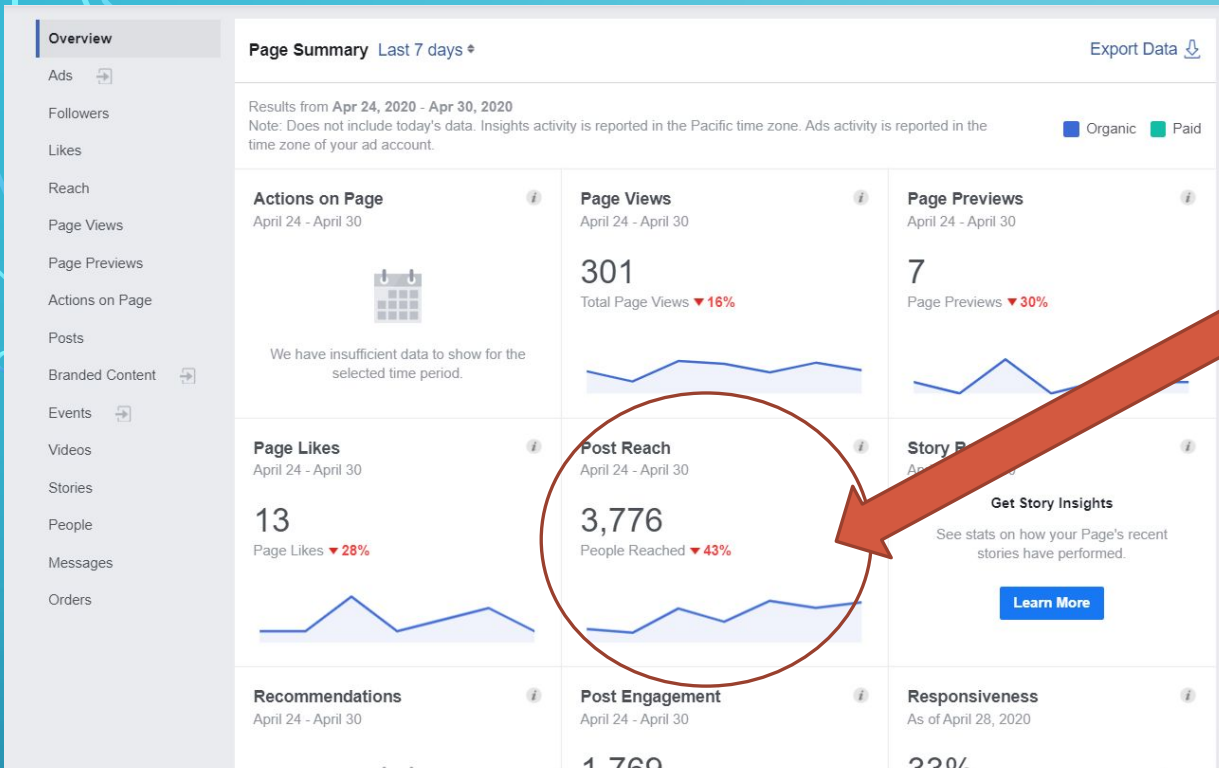
Published	Post	Type	Targeting	Reach	Engagement	Promote
10/23/2019 8:32 AM	Christ the King Manor is a premier Senior Living Community offering		🌐	107	4 1	<a href="#">Boost Job</a>
10/23/2019 8:10 AM	Christ the King Manor is a premier Senior Living Community offering		🌐	5	0 0	<a href="#">Boost Job</a>
10/22/2019 7:49 PM	Congratulations to our very own Tom Berryhill. Tom collected over \$4,350	📄	🌐	488	51 42	<a href="#">Boost Post</a>
10/19/2019 1:20 PM	Everyday at Christ The King Manor	📄	🌐	171	8 23	<a href="#">Boost Post</a>
10/18/2019 12:01 PM	The residents are certainly staying busy in the activities room this fall	📄	🌐	1.3K	156 120	<a href="#">Boost Post</a>

[See All Posts](#)



# AFTER 6 MONTHS

Post reach is up monthly from the first 2 weeks at CTKM over 1700 impressions each month.



Percentage went down due to automatic replies that I have set in place and the multitude of applicants coming in from Facebook. Each applicant receives an automatic reply thanking them for applying to CTKM. Note: Average response time has dropped tremendously

# AFTER 2 WEEKS

278 Likes

847 engagements weekly

The screenshot displays the Facebook 'Pages to Watch' dashboard. At the top, there is a 'Create Post' button and a 'Pages to Watch' title. Below this, a message explains the feature and includes an 'Add Pages' button. A table lists the performance of the user's page and suggested pages. The user's page, 'Christ The King Manor', is highlighted with a red oval. The table columns are: Page, Total Page Likes, From Last Week, Posts This Week, and Engagement This Week. Below the table, there is a section for 'Suggested Pages to Watch' with five entries, each with a 'Watch Page' button.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<b>YOU</b> 1 <b>Christ The King Manor</b>	278	▲4.2%	7	847
Suggested Pages to Watch				
+ <b>Treasure Lake Church</b> Treasure Lake Church A Bible ba...	706			<a href="#">Watch Page</a>
+ <b>DuBois Alliance Youth G...</b> Youth Group starts at 6:30 PM un...	50	1		<a href="#">Watch Page</a>
+ <b>Treasure Lake Church T...</b> We have two opportunities for Te...	33	1		<a href="#">Watch Page</a>
+ <b>Total Care Staffing Solut...</b> T.C.S.S is a nurse owned, Western ...	117	0		<a href="#">Watch Page</a>
+ <b>DuBois, Light &amp; Life Ch...</b> Vision: to be a place where peop...	301			<a href="#">Watch Page</a>



















[See More Suggested Pages](#)

# AFTER 6 MONTHS

715 Likes

1.8k engagements weekly

This chart shows how we compare to our competitors is regards to 'likes' and engagement with our brand on Facebook. The previous chart (on left hand side) does not show us versus our competitors, which is why it looks slightly different.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Penn Highlands Healthc...	9.9K 	▲1.2%	8	23.4K 
2  DuBois Continuum of C...	1.5K 	▲0.2%	2	1K 
<b>YOU</b> 3  Christ The King Manor	715 	▲1.4%	10	1.8K 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
4  Nelsons Golden Years P...	156 	0%	2	251 
5  Total Care Staffing Solut...	142 	▲1.4%	1	5 
6  Village View Independen...	53 	0%	0	0 



The background is a dark blue gradient. In the corners, there are decorative white line-art elements resembling circuit boards or neural networks, with lines connecting to small circles.

# WORK THAT HAS BEEN DONE AFTER 6 MONTHS

COMPARING STATS FROM THE FIRST 2 WEEKS AT CTKM AND 6 MONTHS AT CTKM



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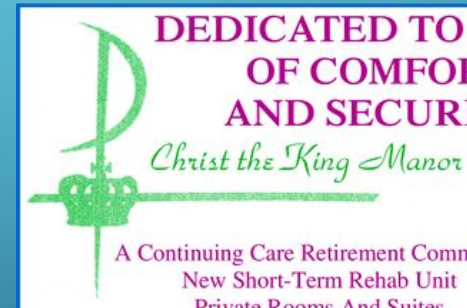
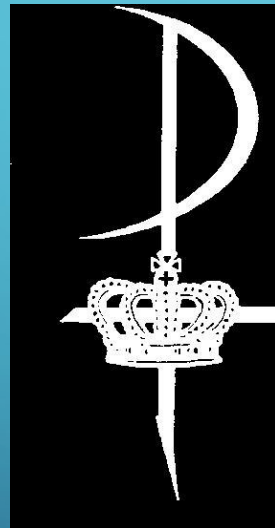
# UPDATES

WEBSITE, LOGO, STATIONARY, ETC...

# HISTORY OF LOGOS/FONTS/COLORS



CHRIST THE KING MANOR, INC.  
SKILLED NURSING FACILITY





# LOGO CONSISTENCY



CHRIST THE KING MANOR



CHRIST THE KING MANOR

# LETTERHEAD



CHRIST THE KING MANOR

1100 W Long Avenue • PO BOX 448 • DuBois, PA 15801 • tel (814)371-3180

# THANK YOU LETTERS

THANK YOU



CHRIST THE KING MANOR

The background is a dark blue gradient. In the corners, there are decorative white and light blue circuit-like patterns consisting of lines and circles, resembling a PCB layout.

NEW AND IMPROVED NEWSLETTER



**CHRIST THE KING MANOR**

**NEWSLETTER**

September-October-November-December 2019

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In an effort to do our part to help the environment, we are happy to announce that we are Going Green! Our Newsletter will now be available Online at [ChristTheKingManor.org](http://ChristTheKingManor.org). We will be happy to send you a reminder of when it's available by sending us your email address to [auxiliary@christthekingmanor.org](mailto:auxiliary@christthekingmanor.org).



**CHRIST THE KING MANOR**

**NEWSLETTER**

January, February, March 2020

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In an effort to do our part to help the environment, we are happy to announce that we are Going Green! Our Newsletter will now be available Online at [www.ctkmanor.org](http://www.ctkmanor.org). We will be happy to send you a reminder of when it's available by sending us your email address and contact information to [auxiliary@christthekingmanor.org](mailto:auxiliary@christthekingmanor.org).

# NEWSLETTER

- Individuals can receive the newsletter via mail or via email.
- Over the past few months, many individuals have signed up for our digital newsletter through our website. The email that is sent to these individuals takes the recipient to our website where they can directly download a PDF of our newsletter in an effort to 'Go Green'.
- Hard copies of the newsletter are being professionally printed and mailed.
- Newsletter is more streamlined and more professional looking to consumers and contains cover pages.
- This is now a tool for our community/campus to participate together along with residents and their family members as many submit photos and stories to share in the newsletter



The background is a dark blue gradient. In the corners, there are decorative white and light blue circuit-like patterns consisting of lines and circles, resembling a PCB or network diagram.

# VISUAL CHANGES

# HISTORY OF ADVERTISING

Christ the King Manor Advertising in the past: Radio, Newspaper, placemats, digital spending, Yellow Books, directories, random brochures, TV, High School Sports, and more.

Throughout Christ the King Manor's time, advertising has not been strategically placed. As an example, we advertised our apartments during long-term care month. CTKM spent hundreds of dollars a year on yellow books, placemats, and random websites that do not directly reach the target audience.

**Christ The King Manor**  
*The Future of Senior Care!*

For almost a half century, Christ The King Manor's mission has been to excel in comfort, security, compassion and having the latest in health care and is recognized for achieving these goals!

Through the years, literally thousands of people have been cared for at Christ The King Manor. And we have a wide variety of adult services in our community. We pride ourselves in having what you need, when you need it. Now or in the future!

**Apartments at Christ The King Manor**  
If you want to live independently but don't want the challenges of maintaining your own home, The Apartments at Christ The King Manor are for you! The Apartments at Christ The King Manor offer secure, comfortable, handicapped-accessible accommodations in a social environment.

**The Cottages at Christ The King Manor**  
Designed with you in mind, this maintenance-free community is for seniors seeking a fulfilling retirement lifestyle. Our single story homes are located on 40 acres of rolling countryside right across the street from Christ The King Manor. The Cottages offer country living in a friendly small town atmosphere.

**Christ The King At Home**  
Provides care for you in your own home. Medication reminders, bathing, and laundry are just a few of our services. From meal preparation, assistance with housekeeping to personal care, Christ The King At Home offers a wide variety of non-medical services that can be scheduled to do whatever works for you and your needs.

**Christ The King Manor's Rehab Therapy Unit**  
This is the shortest distance from hospital to home with a speedy recovery. Our Rehab Therapy Unit specializes in making it as easy and comfortable as possible for your transition from hospital to home. Our therapy department features highly trained physical, occupational and speech therapists to help make your recovery a speedy recovery. Some amenities include private rooms, mini-kitchens, private bathrooms, courtesy kitchen, separate dining facilities and spa to help your rehabilitation.

Christ The King Manor,  
*we are the future of senior care!*

Call today for more information and a tour of our all our facilities.

**Christ The King Manor**  
814-371-3180

[www.christthekingmanor.org](http://www.christthekingmanor.org) 1100 West Long Ave • DuBois, Pennsylvania

**A Standing Success Story!**

**The ability to stand and walk are often taken for granted. At Christ The King Manor, that is not the case!**

That's why at Christ The King Manor you will find the latest in Occupational and Physical Therapy teams with cutting-edge equipment and experience. Combine that knowledge with dedication and commitment and you know why we have good reasons to know, with our talented team, you will succeed!

**Call us today!**

**Christ The King Manor**  
814-371-3180

[www.christthekingmanor.org](http://www.christthekingmanor.org) 1100 West Long Ave • DuBois, Pennsylvania

*Independent Living without the hassle*

**THE APARTMENTS**  
NEW APARTMENTS OPENING SOON!

The Apartments offer secure, comfortable accommodations that are handicapped accessible in a social environment.

**TO FIND OUT MORE, COME TO ONE OF OUR NO-PRESSURE INFORMATION SESSIONS**

Monday, April 17th 10:00am & 2:00pm	Tuesday, April 18th 10:00am, 2:00pm & 6:30pm
--	---

- Individual Heat & Air
- Complete Kitchen
- Washers & Dryers
- Ample Free Parking
- All Utilities Included (except phone, cable & internet)
- Private Balcony/Porch
- Storage
- Community Center
- Climate Controlled
- Parking Available

**THE APARTMENTS AT CHRIST THE KING MANOR**  
*Make your move, and enjoy life with less worries!*

1100 West Long Avenue, DuBois | (814) 371-3180 | [www.christthekingmanor.org](http://www.christthekingmanor.org)

**Christ The King Manor**

From short-term rehabilitation and therapy to complete in-home services as well as cottages and the new apartment complex, we are honored to help all our clients with senior care needs. At Christ The King Manor we strive to bring our community the highest quality of services and excellence in comfort, compassion, security and convenience, all available at Christ The King Manor.

We cordially invite you to visit Christ The King Manor. Call 814-371-3180 for more information or a tour of our facilities.

**TRICOUNTY READERS CHOICE**

[www.christthekingmanor.org](http://www.christthekingmanor.org) 1100 West Long Ave • DuBois, Pennsylvania

**DEDICATED TO A LIFE OF COMFORT AND SECURITY**  
*Christ the King Manor*

A Continuing Care Retirement Community  
New Short-Term Rehab Unit  
Private Rooms And Suites  
Mary, Mother Of Hope Memory Support Unit  
Msgr. John W. Mignot Memorial Retirement Village  
Offering "Retirement Your Way"

"Christ The King At Home" Home Support Services

**814-371-3180**  
[www.christthekingmanor.org](http://www.christthekingmanor.org)  
1100 WEST LONG AVENUE • DUBOIS

**Modern Convenience at Christ The King Manor**

You'll find modern convenience in today's health care at one location - **Christ The King Manor!**

From short-term rehabilitation and therapy, to complete in-home services as well as cottages and the new apartment complex, you'll find all your family's skilled nursing needs at the highest quality convenience and personal care available at Christ The King.

We cordially invite you to visit Christ The King Manor at 1100 West Long Avenue in DuBois. Call 814-371-3180 for an appointment.

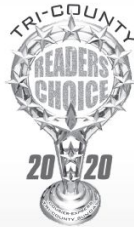
**Christ The King Manor**  
1100 West Long Ave • DuBois, Pennsylvania  
814-371-3180  
[www.christthekingmanor.org](http://www.christthekingmanor.org)



# Thank You

Tri-County Area  
for voting us the  
Best Nursing Home!

We are dedicated and excited to serve the community!  
We are dedicated to empower our residents to thrive  
and live their lives to the fullest!



CHRIST THE KING MANOR

(814) 371-3180

1100 West Long Avenue, DuBois • www.ckmanor.org



CHRIST THE KING MANOR

JOY to the WORLD!

"For to us a child is born, to us a son is given." From our family to yours, Christ the King Manor wishes you a very Merry Christmas and a safe, blessed New Year!



## COMMUNITY 'FEEL GOOD' SPONSORSHIPS (PR)

### At Christ the King Manor, we honor our veterans.



On Veterans day, we would like to thank not only the residents and employees at Christ the King Manor, but all veterans.

Thank you to the brave men and women in uniform whose service and sacrifice have protected our freedom for generations.

To all dedicated service men and women, past and present, we want to show our gratitude this Veterans Day and always!



## Thank You!



#### Veterans at Christ the King Manor:

\* John F. Kennard \* Ronald N. Marmura \* Mildred Bilsky \*  
\* Francis J. Coccimiglio \* Anthony J. Rend \* Glen D. Siple \*  
\* Kenneth L. Snyder \* Frank A. Lizauckas \* William J. Kellerman \*  
\* Harold Shaffer \* George Harvey \* Steve C. Skraba \* Laird Ober \*  
\* Paul McAnich \* Harold Portzer \* Robert D. Ferringer \* Jim Nelles \*  
\* Joseph Agnello \* Samuel P. Rafferty \* Arthur F. Kear \* David Notor \*  
\* Robert J. Konior \* Devere Perry \* Barbra Bishop \* John Shoemaker \*  
\* Edward Manco \* Richard Leach \* Frank L. Dominy \* John Wells \*  
\* Harry McLeod \* Norman Rafferty \* Gordon Toven \* Robert Jarosz \*  
\* Edward F. Felix \* Ida Manfredo \* Dean R. Kriner \* Shelly Delio \*  
\* Mike Huzak \* Tony Rasavage \* Leo Crawford \* Andrew P. Wilson \*  
\* John Henry \* Derrell Haag \* Nancy Kunselman \* Tom Legge \*



### CHRIST THE KING MANOR The Future of Senior Care

Christ The King Manor's mission is to provide a continuum of care through the healing hands of Jesus Christ, empowering those we serve to live full and dignified lives.

We look to excel in comfort, security, compassion, and dedication for our residents. Through the years, we have cared for thousands of people at Christ the King Manor and pride ourselves in having what you need, when you need it.

#### Offering:

- Home Support
- Independent Living
- Personal Care
- Skilled Nursing



CHRIST THE KING MANOR

1100 W Long Ave, DuBois PA, 15801  
610-771-1180





The background is a dark blue gradient. In the corners, there are decorative white and light blue circuit-like patterns consisting of lines and circles, resembling a network or data flow diagram.

# GENERAL FLYERS/SOCIAL POSTS

# COVID-19

## ATTENTION VISITORS AND GUESTS OF CHRIST THE KING MANOR

We are requesting all non-essential visitors to postpone visiting the campus. Prevention is the key to not spreading the coronavirus/COVID-19. Help us be part of the solution and eliminate your visits unless absolutely necessary.



### DO NOT VISIT IF YOU ARE SICK

If you have a cold, cough, runny nose, sore throat, muscle aches or fever, please do not come into the facility.



**CLEAN YOUR HANDS**  
Clean hands before entering and after leaving with hand sanitizer

**VISIT ONE RESIDENT ONLY**

Do not visit multiple people in your visit.

Please help keep our residents safe

## ATTENTION VISITORS AND GUESTS

With our recent announcement regarding limited visits to the Christ the King Manor campus during this outbreak of the coronavirus/COVID-19, we are requesting that the community helps prevent the spread to our residents by closing mass to the public until further notice.

We have no current cases.

Church is Closed to the Public

Thank you for helping us by being part of the solution.

## Visitors Prohibited

To protect our residents and staff, we are prohibiting guests and visitors to the Christ the King Manor campus.

Prevention is the key to not spreading the coronavirus/ COVID-19. Currently, we do not have any confirmed cases, but are self quarantining our facility to be proactive.

Thank you for helping us prevent the spread of the coronavirus/ COVID-19 to our residents.

Please contact (814)371-3180 with any questions and head to our website for frequent updates: [www.ckmanor.org](http://www.ckmanor.org)



## Brunch Canceled Until Further Notice

With our recent announcement prohibiting visits to the Christ the King Manor campus during this outbreak of the coronavirus/COVID-19, we will be canceling brunch at our community center until further notice.

Our Campus has no current cases.



Thank you for helping us by being part of the solution

## Video Chats Now Available

We know how much your loved ones mean to you. With the recent outbreak of the COVID-19/coronavirus, we, at Christ the King Manor, have stopped visitors and guests from entering the facilities. However, this does not mean you can't visit with your family member or friend. We are now offering FaceTime and Skype visitations with residents.



To find out more information on how to connect with your loved one who lives here at Christ the King Manor, please contact Kim McMonagle by calling (814)371-3180

Keep updated at: [www.ckmanor.org](http://www.ckmanor.org)



We recognize and respect every one of our employees' individual rights to engage in activities outside of work, so long as that does not conflict or may impair our ability to best care for our residents. In light of our current situation with the escalation of COVID-19, as well as the 4/1/2020 announcement from our Gov. Tom Wolfe to restrict all travel other than what is absolutely essential, we are asking all employees, for the safety of all our residents and yourselves who we need to care for those residents, to refrain from any travel unless it is essential.

Essential travel includes things like commuting to and from work, picking up supplies like groceries and medicines, and checking on or caring for family, job or other household or other vulnerable persons. The announcement further requests that no one should host or attend gatherings. The complete announcement is posted on our Board web other posted to keep employees informed. The enforcement period will be until April 30, 2020. If employees are ever stopped and asked for the reason for travel, they must show their employee ID and also their schedule if necessary.

**POLICY** Stay At Home except for work and certain essential activities needed to sustain life for yourselves, family or other vulnerable persons.

Further, we ask that employees must disclose to their department director and/or HR of any travel or events that they, or family that live in their home, may be planning, as this could be a conflict of what is in the best interest of our residents and our entire staff. We will have individual conversations with staff as needed.

## Send your family member an Easter message!



Let's spread Easter cheer to our residents. If your friend or family member is a resident at Christ the King Manor, send us a video wishing them a Happy Easter that we can show to them.

Submit videos by: messaging us on Facebook, post to your timeline and tag Christ the King Manor, attach the video to the comments, or email [dmartino@christthekingmanor.org](mailto:dmartino@christthekingmanor.org).

Help us spread Easter cheer around our facility by sending us videos! We all wish that our residents could see family and friends in celebration of Easter but with the recent "Stay-At-Home" order, window visits are no longer allowed. This is a nice alternative for you and our residents to connect.

## Thank You

Christ the King Manor wants to extend their appreciation to all the residents, families and employees of the Manor during this time. We recognize the limitation of visitation impacts everyone, but we appreciate the partnership. And lastly want to say how proud we are of all the employees at Christ the King Manor for their amazing work!

Our Campus has no current cases.

With our recent announcement prohibiting visits to the Christ the King Manor campus during this outbreak of the coronavirus/COVID-19, we will continually update our website with our precautionary measures. [www.ckmanor.org](http://www.ckmanor.org)

## Attention Christ the King Manor Family and Friends

Due to Gov. Wolfe's 'Stay-At-Home' order we are unable to allow window visits at this time.

We are encouraging virtual visits. You can schedule your virtual visit by calling (814) 371-3180.

Please stay at home and be safe.



## Church/Mass Updates

Regarding the announcement from the Diocese of Erie about canceling public masses, Christ the King Manor will be altering our services to allow less residents gathering together.

We have advised all residents to tune-in to these listed channels:

- Sunday Mass — Channel 25 @ 11AM
- Daily Mass — Channel 14 @ 8AM
- Daily Rosary — Channel 14 @ 3PM

Communion will be offered room-to-room during the day



For consistent updates on how we are protecting our residents from COVID-19, head to [www.ckmanor.org](http://www.ckmanor.org)

## Join us in showing support for our local healthcare workers!



Communities around the world are joining together to show their support for our everyday heroes who are working front-line to keep our friends, family members, and communities healthy. Christ the King Manor wants the surrounding communities to join us in visually showing our healthcare workers that we are here with them by placing something "RED" in your yards or on your porch that will be visible from the road so healthcare employees and first responders can see how many local community members are supporting them at this time.

Item ideas: handmade signs, red ribbon, red outdoor decorations, red lights, or anything else red that you may have in your house.

Let's support our local healthcare employees together by showing them we have them in our thoughts and prayers everyday.

Please obey the "Stay-at-Home" order and use materials that are already at your home. Do not feel obligated to go to the store to buy supplies.



# OTHER VISUALS:

## SOCIAL VISUALS

CHRIST THE KING MANOR

**THANK YOU TO ALL WORKING IN HEALTHCARE!**

Your frontline work is inspirational as you are changing lives and spreading hope across the nation.

**HAPPY ST. PATRICK'S DAY**

From Christ the King Manor

**SCAMS SEMINAR** **April 23**

CTKM Community Center  
9:30am - 12:00pm

Register to: Mark Morali  
(717) 413-8977  
mark431@cpaonline.com

**Topics To Be Covered**

- Identity is stolen and used for illegal financial gains
- The scams are designed to steal our information while others are the scammers that steal our money
- Our vulnerability in credit cards and debit cards via skimming devices
- The ID Theft/Scams the social media and internet safety

**Presented by Mr. Alan McGill**  
Senior Supervisor Special Agent  
Pennsylvania Office of Attorney General

This seminar is free and open to professionals and community stakeholders who want to learn more about SCAMS. It is sponsored by PA Link serving Governor Tom Wolf's Court Job, Jefferson and Pottsville Counties.

Registration is required by Monday April 20, 2020. Space is limited to 50 attendees.

## JEANS DAY

EVERY FIRST FRIDAY OF THE MONTH IS

**JEAN DAY**

PAY \$1 TO THE RECEPTION DESK AND RECEIVE YOUR PARTICIPATION STICKER

ALL PROCEEDS WILL GO TO THE CARE AND COMPASSION AUXILIARY COMMITTEE (CCAC)

PLEASE WEAR RESPECTABLE NON-RIPPED JEANS

**Jean Day Dates**

March 6	April 3
May 1	June 5
July 3	Aug 7
Sept 4	Oct 2
Nov 6	Dec 4

YOU'LL GET A KICK OUT OF

**JEANS AND JERSEY DAY**

THIS FRIDAY, JANUARY 31

PAY \$1 TO THE RECEPTION DESK AND RECEIVE YOUR PARTICIPATION STICKER

ALL PROCEEDS WILL GO TO THE CARE AND COMPASSION AUXILIARY COMMITTEE (CCAC)

Please wear your favorite team jersey in celebration of Super Bowl Sunday  
And/Or  
Wear respectable, non-ripped jeans

STOP BY THE SCRUB SALE TO BUY YOUR RAFFLE TICKET FOR THE SUPER BOWL PARTY BASKET FROM SUPER SUBS AND SIX PACK

**Jeans Day This Friday**

All proceeds will be sent to **Joann Crytser** 4/17/2020

Please bring your \$1 to the reception desk and receive your sticker. The Auxiliary will match up to \$100.

## FRIDAY LUNCH INTERNAL POSTERS

THE BOARD IS PROVIDING

**SUBHUB HOAGIES AND FATKID CHIPS**

ITALIAN, BUFFALO CHICKEN, TURKEY, ROAST BEEF, VEGGIE, TRIPLE THREAT

FRIDAY, MAY 8 @ 10:30, 11:00, 12:30, 4:30, 5:00

PROVIDED BY THE BOARD OF CHRIST THE KING MANOR

**LUNCH THIS FRIDAY**

April 24, 2020 at 10:30, 11:00, 12:30, 4:30

Palumbo's Catering By Nish is serving:  
Fruit Salad with Dip, Tossed Salad, Sweet Italian Sausage, Pierogies, Vegetables.

STOP BY TO GET A GIFT FROM THE CITY OF DUBOIS & BCAT, TOO!

BOARD OF DIRECTORS IS PROVIDING

**SUPER SUB CHICKEN WINGS THIS FRIDAY**

Mild, Butter & Garlic, Honey BBQ Wings - Bone In and Boneless  
Salad and Brownies

Serving Friday, May 1 @ 10:30, 11:00, 12:30, 4:30, 5:00

## HEALTHCARE BANNER OUTSIDE

**HealthCare heroes work here**

CHRIST THE KING MANOR

## FACEBOOK PROFILE FRAME:

CHRIST THE KING MANOR

HealthCare heroes work here

ALL FOOD SERVICES EMPLOYEES  
ARE INVITED TO THE

## APPRECIATION BREAKFAST LUNCHEON !

1:30 - 4 PM, WEDNESDAY FEB 4  
COMMUNITY CENTER

IT'S TIME TO SHOW OUR APPRECIATION  
FOR ALL THAT OUR DINING AND FOOD  
SERVICES TEAM DOES FOR OUR  
CHRIST THE KING MANOR COMMUNITY.



CHRIST THE KING MANOR COMMUNITY

## LOOKING FOR VOLUNTEERS

If you are interested in helping our team at Christ  
the King Manor, we are accepting volunteers for:

- Transporting Residents After Meals -
- Feeding Assistance -
- Activity Support -
- Visiting/Fellowship -
- ... and more

HEAD TO:  
[WWW.CTKMANOR.ORG/VOLUNTEER](http://WWW.CTKMANOR.ORG/VOLUNTEER)  
OR CONTACT LARISSA WARD: (814) 299-7911

We're looking for volunteers who can assist  
the residents at Christ the King Manor in  
our Skilled Nursing Care facility.

## 'The Lord is close to the broken hearted' Psalm 34:18

PLEASE KNOW WE SHARE YOUR SORROW AND  
CONSIDERED IT A BLESSING TO CARE FOR  
YOUR LOVED ONE WHILE THEY WERE A PART  
OF OUR FAMILY AT CHRIST THE KING MANOR.

## Track Your Steps!

We want each employee to track your  
steps each week throughout January.

Track your steps by using your:

- smartphone
- smartwatch
- step tracker
- Fit Bit
- other device

Give us your step count each week by  
submitting your total steps on the sheet in:  
Employee Break Room - Clock In Areas -

The Employee with the most steps at the  
end of the month wins Two Tickets to the  
Movie Theater and a \$10 Gift Certificate



*Benefitting Christ the King Compassion Fund*

## SCRUB SALE!

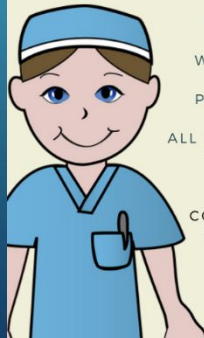
DATE: JANUARY 31

WHERE: INSERVICE ROOM

PRICES: \$1-\$5 PER PIECE

ALL DIFFERENT SIZES OF SCRUBS  
WILL BE AVAILABLE FOR  
PURCHASE!

CONTACT MICHELLE DIGILARMO  
FOR MORE INFORMATION



RETIRED NURSES,

## CNA - LPN - RN

Looking for a part time position with a  
flexible schedule?  
Christ the King Manor is the place for you!

Offering **premium pay**, Christ the King  
Manor wants you to join our team!

How To Apply:  
online at [christthekingmanor.org](http://christthekingmanor.org)  
on Facebook,  
or call (814) 371-3180



## LIGHT UP CHRIST THE KING MANOR!

Join us during the first annual Light Up Christ The King  
Manor on Dec 6th starting at noon until 8:30pm

SHOWCASE AND CRAFT SHOW	NOON-6:00
BLESSING OF THE TREE/RECOGNITION	6:20
TREE LIGHTING	6:30
PICTURES WITH SANTA	6:30
SNACKS AND WARM DRINKS	6:30
CAROLERS 'FROM THE DAHS CHOIR'	6:30
LIVE NATIVITY	6:30
'FROM ST. TOBIAS AND CALHOUN FARMS'	
OPEN INTERVIEWS	NOON - 8:30

- FOR MORE INFORMATION ON WHERE TO FIND EACH ACTIVITY WITHIN THE MANOR,  
PLEASE CHECK OUR FACEBOOK PAGE. -

" A special thank you to Denny Heindl for donating a 40 foot  
Christmas Tree and many Christmas decorations that we can use for  
years to come. We appreciate your kind donation, which will allow us  
to create more event opportunities for the community. "

LIGHT UP CHRIST THE KING MANOR

COME KICK OFF THE NIGHT

## Showcase and Craft Show

Many local vendors will be there:

- Baked Goods - Knitted Items
- Soy Candles - Wooden Cookies
- Quilts - Sewn Items - Wreaths
- Holiday Decor - Mason Jar Decor
- Clay Pots - Dog Clothes & Items
- Christmas Ornaments - Bracelets



ATTENTION ALL VISITORS:

**Please use the  
employee entrance  
at the back of the  
facility and ring the  
bell after 8pm**

THANK YOU FOR YOUR COOPERATION.

**CHRISTMAS SHOWCASE AND CRAFT FAIR**

**CHRIST THE KING MANOR**

We invite all you to participate!

**DECEMBER 6TH, 12P-5P**

**COMMUNITY CENTER AT CHRIST THE KING MANOR**

It's time to celebrate the Christmas season with a showcase of handmade items and a craft fair. It's a wonderful opportunity to support local artisans and enjoy the festive spirit of the season. (Details to follow)

For more information, please contact Christ the King Manor at (814) 371-3180.

**Thank You To All Nurses!**

Join us for Christ the King Manor's Create and Slip event!

Wednesday, November 19th, 5:30PM - 8:00PM

**November 19th -- 5:30PM**  
**Christ the King Manor Activities Room**

Christ the King Manor is proud to host this special event to honor and appreciate the hard work of all nurses. The event is FREE and is open to all nurses.

Thank you to all nurses who have worked for Christ the King Manor. We are proud to have you on our team.

**THE YEAR OF THE NURSES!**

**National Nurses Week**

The Team at Christ the King Manor is excited to celebrate RNs and LPNs. Your hard work and love are very much appreciated!

- ✓ Benefits
- ✓ Paid Time Off
- ✓ Flexible Schedules
- ✓ Retirement Plans
- ✓ Tuition Reimbursement

**CHRIST THE KING MANOR**

1100 W Long Ave, DuBois PA 15801  
 (814) 371-3180

Your Career Starts Here

Pre-Apply Online:  
[ChristTheKingManor.Org](http://ChristTheKingManor.Org)

**CHRIST THE KING MANOR**

*Health Care*  
**heroes**  
*work here*

The background is a dark blue gradient. In the corners, there are decorative white and light blue circuit-like lines with small circles at the ends, resembling a network or data flow diagram.

# SOCIAL MEDIA PAGES

INSTAGRAM, LINKED IN, YOUTUBE



# LINKEDIN PROFILE CREATED

The image shows a screenshot of a LinkedIn profile for "Christ the King Manor". The profile is viewed from an "Admin view". The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications (17), Me, Work, and Post a job. The profile banner features a winter scene with a sign that reads "The Cottages at Christ the King Manor" and "Monsignor John W. Mignot Memorial Village". The profile picture is a logo with a crown and the text "CHRIST THE KING MANOR". The profile name is "Christ the King Manor", with the description "Religious Institutions · DuBois, Pennsylvania · 64 followers" and the tagline "The Future of Senior Care". Below the name are buttons for "+ Follow" and "Visit website". The left sidebar shows analytics for the last 30 days: 17 unique visitors (down 34%), 7 new followers (up 40%), and 935 page updates (down 33%). The main content area has a "Start a post" button and a "Community Hashtags" section with "#christthekingmanor" (0 followers). An update is partially visible, posted by Dominique Martino on 4/20/2020.

**Christ the King Manor** Admin view [View as member](#)

Home Content Analytics Activity 19 **NEW** Admin tools

**Christ the King Manor**  
Religious Institutions · DuBois, Pennsylvania · 64 followers  
The Future of Senior Care

[+ Follow](#) [Visit website](#)

**Analytics**  
Last 30 day activity

17 Unique visitors	▼ 34%
7 New followers	▲ 40%
935 Page updates	▼ 33%

**Start a post**

**Community Hashtags**

- #christthekingmanor  
0 followers

See what people are saying about Christ the King Manor

**Updates**  
Filter by: Page updates

Posted by Dominique Martino · 4/20/2020 · [Sponsor now](#)

# INSTAGRAM PROFILE CREATED

The image shows a screenshot of an Instagram profile for 'ctkmanor'. The profile picture is a circular logo featuring a green and gold crown with a cross on top, and the text 'CHRIST THE KING MANOR' below it. The bio reads: 'Christ the King Manor is a continuum of care community dedicated to our residents and staff. [www.ctkmanor.org](http://www.ctkmanor.org)'. The profile statistics show 21 posts, 102 followers, and 13 following. Below the bio are navigation tabs for 'POSTS', 'IGTV', 'SAVED', and 'TAGGED'. The main content area displays a grid of six images. The first image is a red banner that says 'WE ARE...MANOR MIGHTY!!!! THANKS CTKM STAFF!!!!'. The second image shows a person in a kitchen preparing drinks. The third image shows a person holding up several patterned scarves. The bottom row contains three smaller, partially visible images.

Instagram

Search

ctkmanor Edit Profile

21 posts 102 followers 13 following

Christ the King Manor  
Christ the King Manor is a continuum of care community dedicated to our residents and staff. [www.ctkmanor.org](http://www.ctkmanor.org)

POSTS IGTV SAVED TAGGED

# YOUTUBE PROFILE CREATED

- We will use this in the future to live stream:
  - Church Services,
  - Events,
  - Special Programs (ex. Veterans Day),
  - Place our Commercials for Recruitment, Branding, Information, etc...
  - Possibly Advertise on YouTube.



# WEBSITE STATS

DECEMBER 22 – APRIL 30



# CHRIST THE KING MANOR

1100 W Long Ave. DuBois PA 15801  
(814) 371-3180

- Home
- About
- Services
- Employment
- Community
- What's Happening
- Contact

## Attention!

Our facilities are not permitting visitation until further notice due to COVID-19 per CDC and CMS guidelines.  
Symptoms: fever, shortness of breath, cough, nasal congestion, runny nose, sore throat, nausea, vomiting, and/or diarrhea.

For more information, please see the CDC's Website:  
<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Check out our updates by clicking the button below.

[View More](#)

# WEBSITE

October 2019:

- Copyrighted 2015
- Not updated visually since 2015
- [www.christthekingmanor.org](http://www.christthekingmanor.org)

April 2020

- Copyrighted 2020
- New website Dec 2020
- [www.ctkmanor.org](http://www.ctkmanor.org)
- [www.christthekingmanor.org](http://www.christthekingmanor.org) redirects to [www.ctkmanor.org](http://www.ctkmanor.org)
- More user friendly
- Mobile Friendly/Mobile First
- Ample information about our facility and services, including Community Center

# ANALYTICS: FEB APRIL

**3,180**

VISITS  
189%

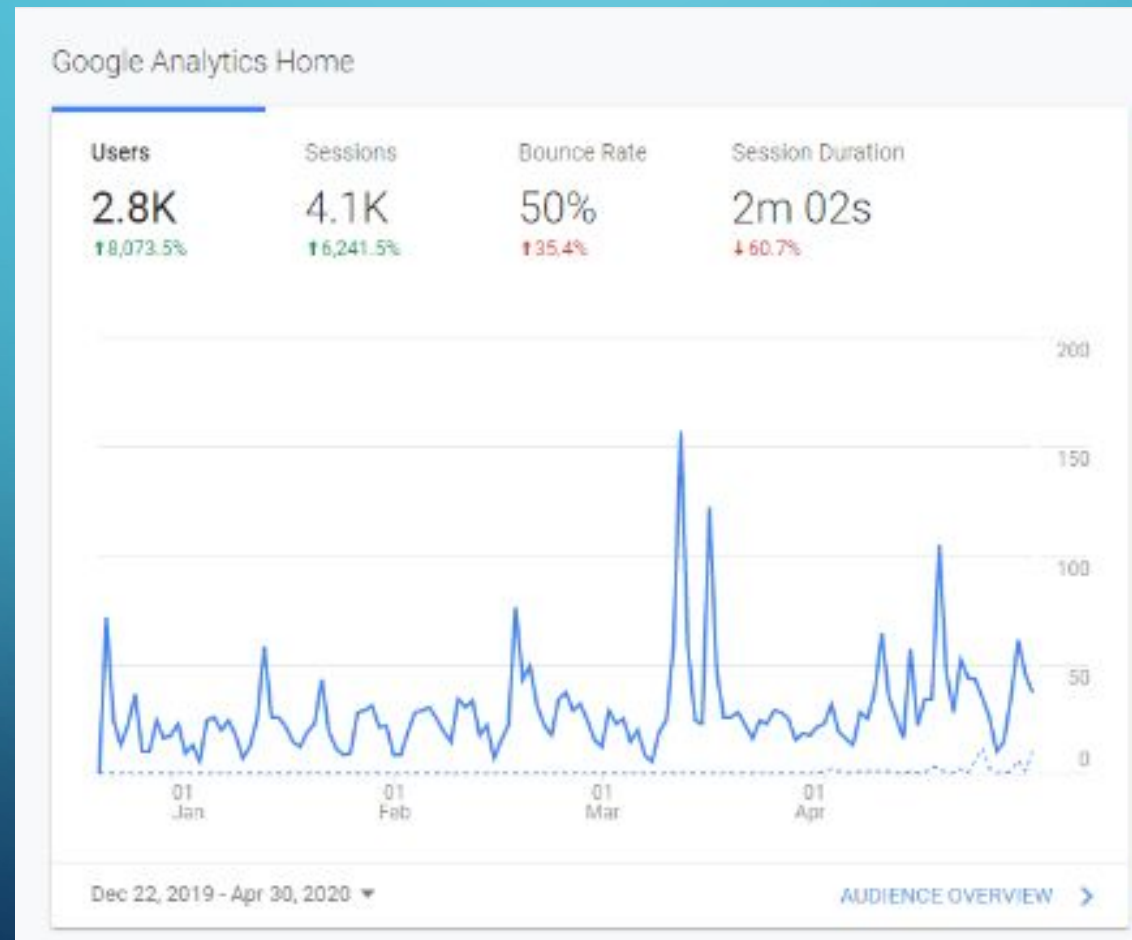
**2,186**

UNIQUE VISITORS  
176%

**167**

FORM SUBMISSIONS  
146%

# GENERAL INFORMATION



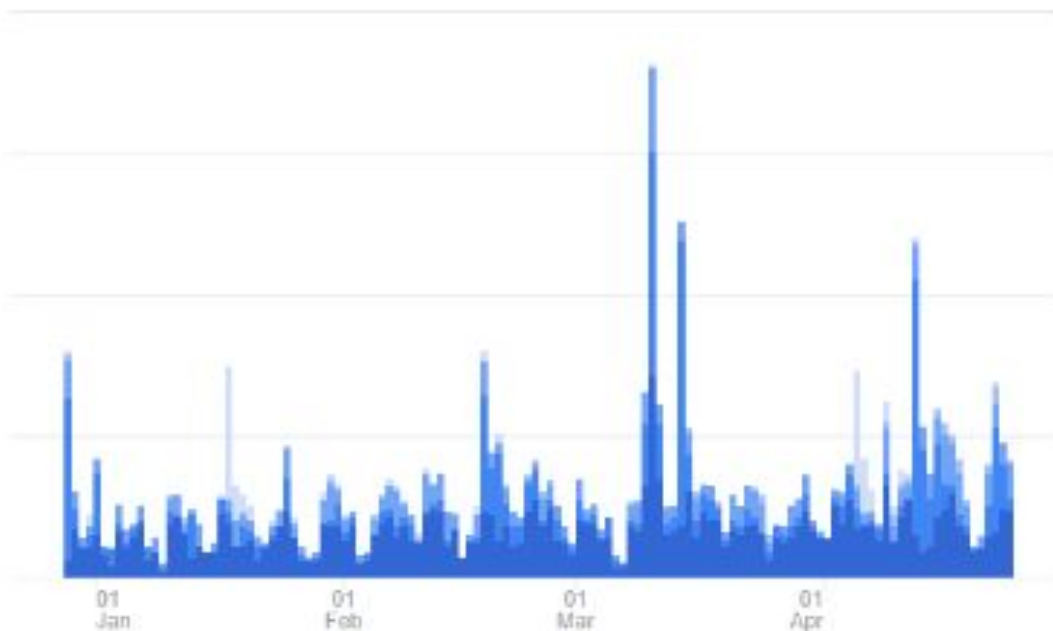
# HOW PEOPLE GET ON OUR WEBSITE:

How do you acquire users?

Traffic Channel

Source / Medium

Referrals



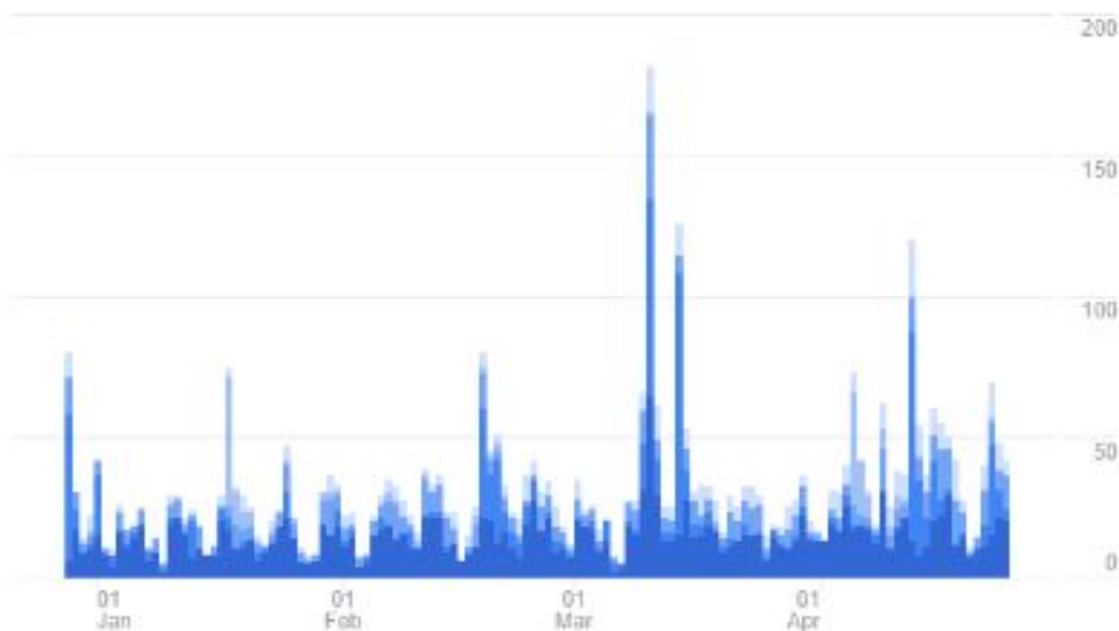
● Organic Search ● Social ● Direct ● Referral ● Other

How do you acquire users?

Traffic Channel

Source / Medium

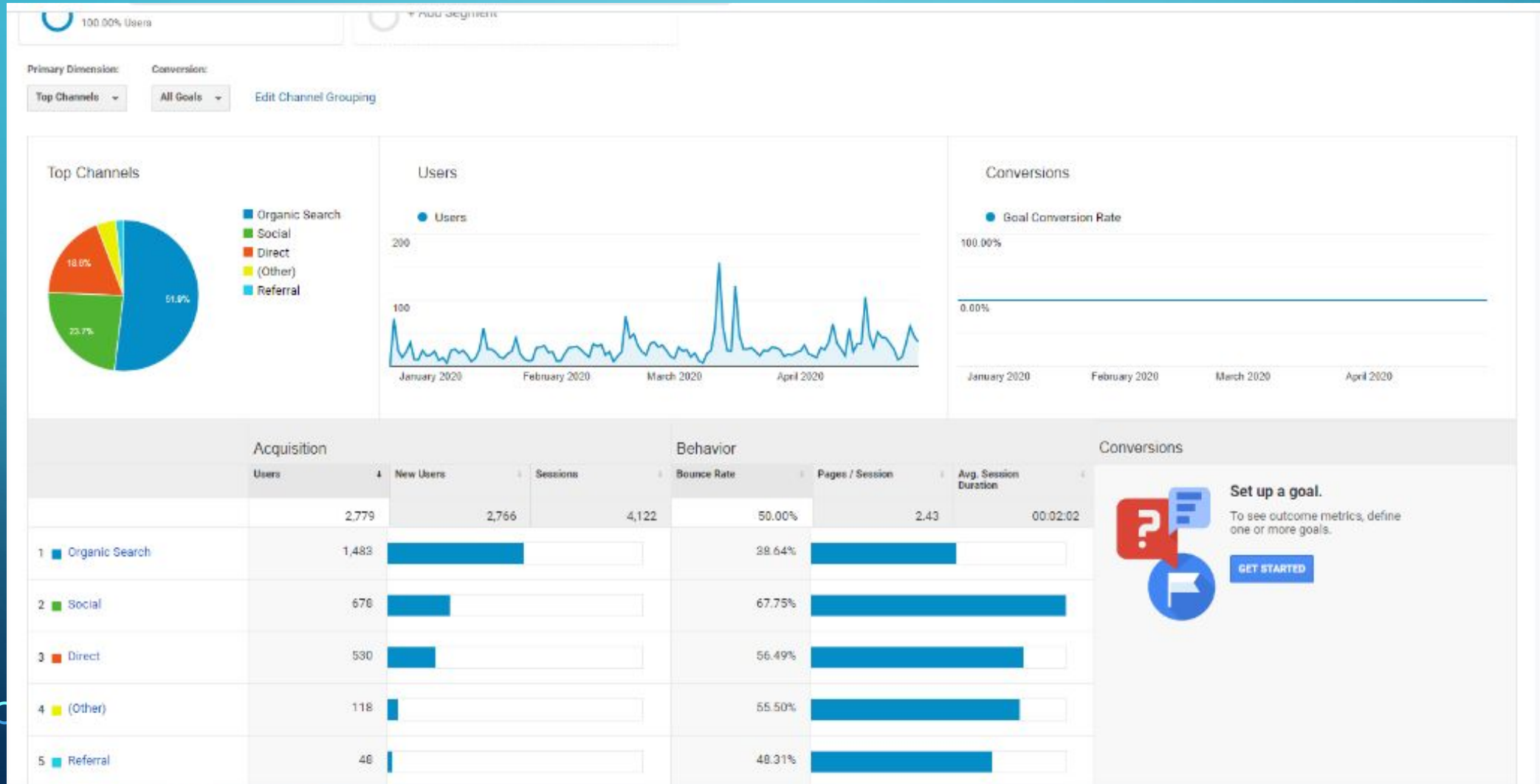
Referrals



● google / organic ● m.facebook.com / referral ● (direct) / (none) ● so / mail ● Other



# CHANNELS CONSUMERS ARE FINDING US:



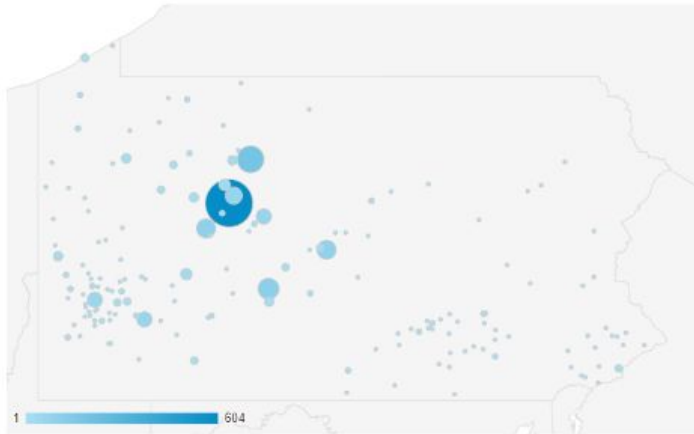
All Users  
68.44% Users

+ Add Segment

Map Overlay Explorer

Summary Site Usage Ecommerce

Users



Primary Dimension: City Metro Other

Secondary dimension

advanced

City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,902 <small>% of Total: 58.44% (2,779)</small>	1,857 <small>% of Total: 57.14% (2,766)</small>	2,924 <small>% of Total: 70.94% (4,122)</small>	47.16% <small>Avg for View: 50.00% (-5.88%)</small>	2.50 <small>Avg for View: 2.43 (3.12%)</small>	00:02:09 <small>Avg for View: 00:02:02 (5.28%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. DuBois	604 (31.52%)	571 (30.75%)	1,084 (37.07%)	48.34%	2.49	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Saint Marys	191 (9.34%)	183 (8.85%)	284 (9.71%)	48.24%	2.88	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	155 (7.58%)	140 (7.54%)	197 (6.74%)	40.10%	2.68	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Altoona	108 (5.28%)	94 (5.06%)	146 (4.99%)	49.32%	2.25	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Punxsutawney	97 (4.74%)	92 (4.95%)	119 (4.07%)	57.14%	2.30	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. State College	93 (4.55%)	72 (3.88%)	115 (3.93%)	45.22%	2.90	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Treasure Lake	70 (3.42%)	62 (3.34%)	103 (3.52%)	40.78%	2.53	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Clearfield	65 (3.18%)	59 (3.18%)	81 (2.77%)	30.86%	2.67	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Greensburg	64 (3.13%)	50 (2.69%)	68 (2.32%)	48.53%	2.49	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Pittsburgh	55 (2.69%)	48 (2.58%)	63 (2.15%)	33.33%	2.65	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 161

# GEOGRAPHY

# USER INFORMATION

What pages do your users visit?

Page	Pageviews	Page Value
/	3,758	\$0.00
/about	744	\$0.00
/employment	718	\$0.00
/services	590	\$0.00
/coronavirus-update	577	\$0.00
/independent-living	358	\$0.00
/employment-pre-application-form	313	\$0.00
/nursing-assistant-training-program	250	\$0.00
/newsletters	248	\$0.00
/skilled-nursing	171	\$0.00

Dec 22, 2019 - Apr 30, 2020 ▾ [PAGES REPORT >](#)

# USER INFORMATION



# USER INFORMATION

What are your top devices?

Sessions by device



Mobile

51.6%

↑21,180.0%



Desktop

42.2%

↑3,061.8%



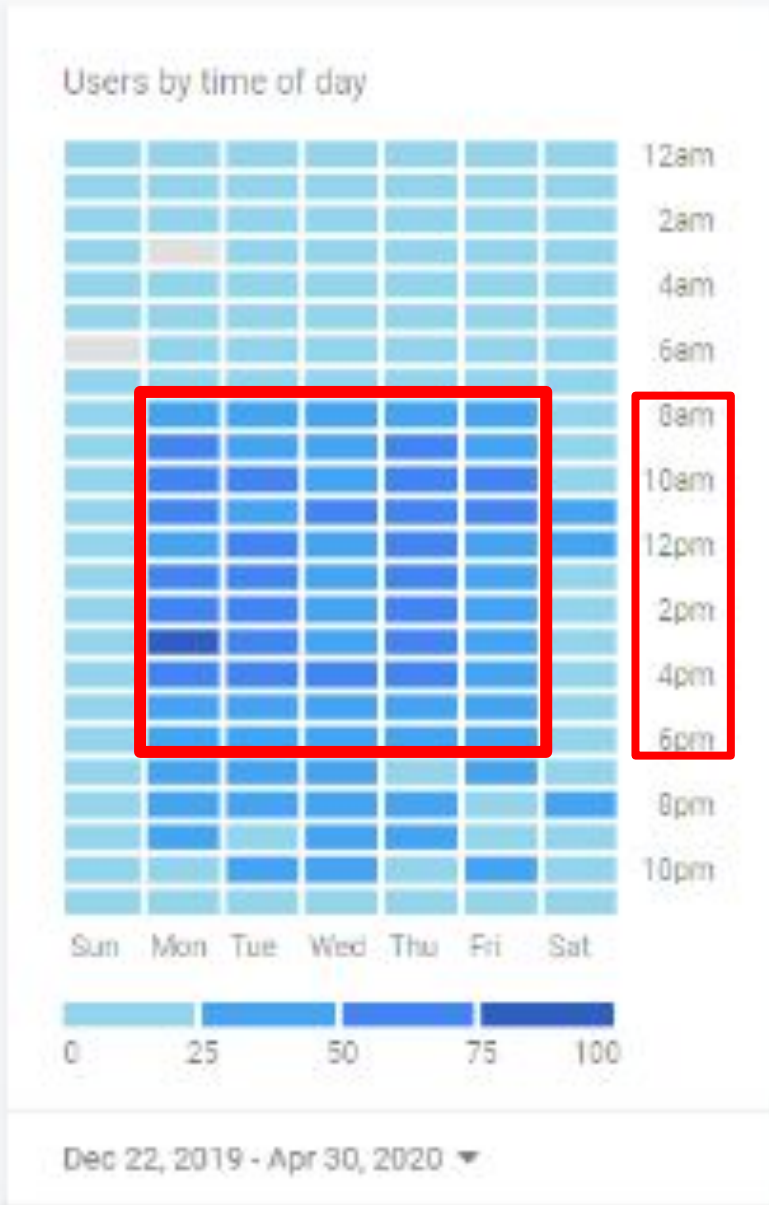
Tablet

6.2%

-

Dec 22, 2019 - Apr 30, 2020 **MOBILE OVERVIEW** >

When do your users visit?



# WHEN DO USERS VISIT?



# HR

- Recruitment
- Applicant organization on spreadsheet