



Social Media Guide

Tips and Samples

The 50th anniversary of the Older Americans Act (OAA) is a time to celebrate the ways the Act has impacted lives across the nation. It is also an opportunity to recognize and highlight the importance of OAA-funded programs, inclusive community living, and healthy aging. The anniversary theme is **Get into the Act**.

Use the following tips and samples to start promoting the OAA anniversary across your social networks. Then, generate your own posts to highlight local programs and activities that help older adults remain healthy, active, and engaged.

Helpful Hints

- Post updates, photos, and even videos of your activities.
- Use photos and graphics often – they attract more attention and promote sharing.
- Post frequently, especially if promoting an event, to keep your audience engaged.
- Encourage your followers to use the official OAA anniversary hashtag, #OAA50.
- When someone posts an event or comments, retweet or reply directly.
- Repost tweets on Facebook to increase your reach.

Engage with ACL

- If you haven't already, "like" ACL's Facebook page and follow @ACLgov on Twitter.
- Tag "Administration for Community Living" in your OAA-related Facebook posts.
- Post updates about your activities directly on ACL's Facebook page.
- Share and "like" posts on ACL's Facebook timeline.
- Add the hashtag #OAA50 to your tweets so that all interested followers can see them.
- Retweet ACL posts and encourage followers to do the same for your tweets.

Sample Tweets

- Join us as we “Get into the Act” for the 50th anniversary of the Older Americans Act. <insert link to local activities> #OAA50
- The Older Americans Act has been aging well since 1965. Get into the Act: Celebrate the anniversary this July! <http://www.acl.gov/OAA50> #OAA50
- Theme for #OAA50: “Get into the Act” because our achievements are made possible thanks to programs funded by the Older Americans Act.
- The Older Americans Act: Aging Well Since 1965. How will you celebrate the anniversary this July? We want to hear from you! #OAA50
- OAA funds help caregivers, elders, & people with disabilities “Get into the Act” by providing respite care & other support services. #OAA50
- The OAA works to prevent, detect, and respond to elder abuse, neglect, and exploitation (incl #Medicare fraud) #OAA50
- OAA programs help older adults remain independent in their communities. Find out what’s going on in our area: <insert local links or news stories> #OAA50
- The majority of seniors using OAA-funded transportation services say the programs help them stay independent. <insert link to local transportation programs> #OAA50

Sample Facebook Posts

- The Older Americans Act has been aging well since 1965. “Get into the Act” and celebrate its 50th anniversary! Join us in recognizing the ways the Act and its funded programs have impacted lives across the nation. <http://www.acl.gov/OAA50>
- The Older Americans Act: Aging Well Since 1965. President Johnson signed the Act into law 50 years ago this July. Since that time, it has provided programs that allow millions of older Americans to live and thrive in communities of their choice for as long as possible. <http://www.acl.gov/OAA50>
- Programs funded by the Older Americans Act (OAA) provide a wide range of supports that help older adults stay independent, active, and engaged in our community. “Get into the Act” and celebrate the 50th anniversary of the OAA this July! <link to your activities>
- Celebrate the 50th anniversary of the Older Americans Act (OAA) by telling us about the difference OAA-funded programs have made in your life or the lives of your family, friends, neighbors, and constituents. <link to special webpage or encourage to post on Facebook>
- Did you know? For 50 years the Older Americans Act has provided a national network of supports, including nutrition and preventive health services, job training, elder abuse prevention, caregiver support, and much more. http://www.aoa.acl.gov/AoA_Programs/OAA
- In honor of the Older Americans Act anniversary, join us for a special <insert activity description as space allows> <link to event information on your website>