

# Social Media Tip Sheet

Older Americans Month (OAM) is an opportunity to recognize and celebrate the value that elders contribute to our communities. With this year's OAM theme, "Safe Today. Healthy Tomorrow," the Administration for Community Living (ACL) and our partners honor older adults for their contributions and sacrifices by helping them stay safe and active as they age.



Promote your Safety Day activities across your social networks. Be creative, and make it interesting and entertaining. Start with the tips and sample posts provided here, and add your own ideas to generate excitement about your event(s).



## Engage With ACL on Social Media

### Facebook

- Tag ACL in your OAM-related Facebook posts by typing "Administration for Community Living" in your posts.
- If you haven't already, "like" the ACL Facebook page so its posts will appear on your organization's timeline.
- Post comments, updates, and photos of your activities directly on ACL's Facebook page.
- Comment on or "like" posts on ACL's Facebook timeline.

### Twitter

- Tweet about your activities on your Twitter feed. Use photos and links to helpful information.
- Use the hashtag #OAM2014 on your tweets so that all OAM followers can see them.

## Promote Older Americans Month In Your Own Social Media

Whether you're using Facebook, Twitter, Instagram, YouTube, or all of the above, engage your audiences with tips to help them and their loved ones stay safe. Post updates, photos, and even videos of your activities. Use photos and graphics often, as you are likely to generate more interest. Further, position the most engaging information at the top of your messages. Although characters are not limited on Facebook, it is often the case that only the first few lines of a message will appear (followed by a "more" link requiring the reader to click).

Here are a few sample posts to get you started:

## Facebook

- Older Americans Month 2014 – “Safe Today. Healthy Tomorrow.” Join in recognizing older adults for their contributions and sacrifices by helping them stay safe and active as they age.
- By the year 2020, the U.S will have more than 55 million adults over the age of 65. Older Americans Month promotes safety across the lifespan.
- Unintentional injuries to older adults result in at least 6 million medically treated injuries and more than 30,000 deaths every year. Check back with us all month for tips on protecting yourself and your loved ones.
- In honor of Older Americans Month, join us for a special Safety Day activity [Give brief description as space allows. Link to event information on your website, if applicable].
- Our [activity title] was a success! Check out our photos! [Upload or link to selected photos.]
- This May, help ensure that older Americans have a safe today, and a healthy tomorrow. Host a home and/or fire safety workshop to provide information on how seniors can take

steps to protect themselves at home. Share safety tips like the ones in this checklist <http://go.usa.gov/BzXA>

- Regular exercise can help protect the body from injuries. During Older Americans Month and throughout the year, help the older Americans in your life prevent falls and increase their strength and mobility – attend a yoga, water aerobics, or dance class together.

## Twitter

Remember to limit Twitter posts to 140 characters and to use the hashtag #OAM2014! Note that spaces and hashtags are counted against a tweet’s character limit.

- Falls are the leading cause of injury-related deaths among older adults. Follow these simple steps to stay safe. <http://go.usa.gov/BzcT> (135 characters)
- Learn how to keep your loved ones safe in honor of Older Americans Month. Safe Today. Healthy Tomorrow. #OAM2014 (114 characters)
- Concerned about your elder loved ones and driving? Here’s some information on how to talk to them about it: <http://go.usa.gov/Kf3Y> (132 characters)
- For Older Americans Month, check out these fire safety tips: <http://go.usa.gov/Kf3e> #OAM2014 (93 Characters)