

USING SOCIAL MEDIA

To Promote World Elder Abuse Awareness Day



WORLD ELDER ABUSE AWARENESS DAY

Building Strong Support for Elders

Want to help spread the word about World Elder Abuse Awareness Day (WEAAD)? Using social media is an excellent way to engage your community around this important and timely subject. Below are some ways to use social media to promote WEAAD.

Ways to use social media to promote WEAAD:

- Share and/or create posts on sites like Facebook, Twitter, and Instagram that help promote WEAAD. These posts could be about a WEAAD event you are hosting, other WEAAD events you are interested in, elder abuse prevention in general, or any other content related to WEAAD.
- Use the hashtag **#WEAAD** in your posts. The more people sharing this hashtag, the more powerful our movement can be!
- Make a Facebook ad promoting WEAAD
- Follow **@NCEAatUSC** on Twitter and “like” the NCEA’s Facebook page at www.facebook.com/NationalCenteronElderAbuse to stay updated on WEAAD activities

Tips for composing effective posts on social media:

- Have a clear and concise message.
- The best posts are a call to action. Turn your followers into effective advocates by giving them a clear action to take.
- On Twitter, spell out the word ‘retweet’ if you want others to share your post. This practice has been found to be more effective than typing ‘RT’.
- When retweeting or reposting, add value to the post by adding your own commentary, or add a link to additional media on the subject.
- Use popular hashtags, but use them in moderation. Using more than two hashtags can muddle your message and is not recommended.
- Add something visual to your post to increase interest. A photo, link with a thumbnail, or video can generate significantly more attention. Check out the logos and images from our tools & tips section: <http://eldermistreatment.usc.edu/weaad-home/tools-and-tips>

Facebook

Facebook has expanded its features over the years to include the ability to follow organizations, and public figures, but it still maintains a more personal, somewhat slower-paced user environment. Posts can be a little longer, and have more conversation and engagement associated with them. Facebook now uses hashtags too, but when you search hashtags you are limited to seeing only results from within your own network.

SAMPLE FACEBOOK POSTS:

- June 15th is World Elder Abuse Awareness Day. Older people throughout the United States lose an estimated \$2.6 billion or more annually due to elder financial abuse and exploitation. For society, elder abuse is both a social and economic issue: these kind of losses create health care and legal costs, which are often shouldered by public programs like Medicare and Medicaid, and reduces older people's participation in the life of the community. The costs of elder abuse are high for the affected individuals and society alike. Take action! <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- We all deserve to lead happy and healthy lives, free from abuse as we age, yet older people are mistreated more often than we think. Take action to raise awareness towards prevention on this important social justice issue! #WEAAD <http://eldermistreatment.usc.edu/weaad-home>
- Did you know that 1 in 10 American elders are being abused, neglected, or exploited every year? It is a secret national shame caused by lack of supports for older people in our communities. Elder abuse is a complex problem with societal and structural causes and workable societal and system-level solutions. Take action and be part of the solution. June 15th is World Elder Abuse Awareness Day. Invite a friend to like our page to learn ways to prevent and address elder abuse: www.facebook.com/NationalCenteronElderAbuse and follow this link <http://eldermistreatment.usc.edu/weaad-home> to learn other easy steps that you can take. #WEAAD
- Today I am wearing a purple ribbon to honor survivors of elder abuse and taking to Facebook to raise awareness. Won't you join me? What are you doing to commemorate WEAAD? #WEAAD
- Curious to know what people are doing to commemorate World Elder Abuse Awareness Day? Visit <http://eldermistreatment.usc.edu/weaad-home> to join or start an event in your community. The more communities we engage, the more people we have who can make a difference for older and younger communities alike! #WEAAD
- Older people are mistreated more often than we think due to the lack of supports for older people in our communities. It doesn't have to be this way. There are many ways to make a difference. Reach out to older people and create connections. Actively listen to older people and support initiatives that would benefit all of us as we age and make substantial, positive, and lasting changes locally and nationally. Call your county Adult Protective Services if you suspect abuse, or neglect. Together, we can build strong supports and prevent abuse. Learn more: <http://eldermistreatment.usc.edu/weaad-home>
- Our society is like a building. Buildings need beams of support to keep sturdy and keep people inside safe. In order to keep older people in our society safe, we must build systems of support in our community to prevent and address elder abuse. For example, we cannot construct community supports and human services for caregivers and older adults to alleviate risk factors tied to elder abuse or we can increase funding that supports efforts to train practitioners in aging-related care. Learn more: <http://eldermistreatment.usc.edu/weaad-home>

Twitter

Twitter is a fast paced social network where users share brief posts that usually accompany photos, links, and/or hashtags. What are hashtags? Using the # symbol, or hashtag, makes the word or phrase that comes afterward searchable. It is a great way to enter or create a larger conversation. Remember that Twitter posts may contain a maximum of 140 characters.

SAMPLE TWITTER POSTS:

- #WEAAD is June 15th. How will you get involved to create lasting changes locally? <http://eldermistreatment.usc.edu/weaad-home>
- Save the Date! #WEAAD is June 15th
- Take a stand against elder abuse! #WEAAD <http://eldermistreatment.usc.edu/weaad-home>
- Older people are mistreated more often than we think. Take action and be part of the solution to end elder abuse! #WEAAD <http://eldermistreatment.usc.edu/weaad-home>
- Family alone cannot be responsible for preventing elder abuse. Take action: <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Together, we can prevent elder abuse #WEAAD
- Educating our communities on how to prevent abuse means we are all doing our part to support everyone as we age. #WEAAD
- Supportive communities and resources are essential to engaging older people and preventing abuse. #WEAAD
- Submit your World Elder Abuse Awareness Day event today! <http://eldermistreatment.usc.edu/weaad-home> #WEAAD

SAMPLE WEAAD SOCIAL MEDIA POSTS IN SPANISH:

- #WEAAD será el 15 de Junio ¿Que hará usted? <http://eldermistreatment.usc.edu/weaad-home>
- ¡Guarda la fecha! #WEAAD6 será el 15 de Junio ! <http://eldermistreatment.usc.edu/weaad-home>
- Cada año, un estimado 5 millones de personas mayores son abusados, abandonados, y explotados. Toma acción! #WEAAD <http://eldermistreatment.usc.edu/weaad-home>