

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 our 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.
- 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

SAMPLE FACEBOOK POSTS:

- 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 toward prevention on this important social justice issue! <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Elder abuse is a matter of worldwide concern that demands a global multifaceted response. Take action and be part of the solution. <http://eldermistreatment.usc.edu/weaad-home> #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. Get involved in creating a stronger society that safeguards our communities and prevents abuse. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- It is up to all of us to work together to create a sturdy structure of support and prevent, notice and report abuse. Learn how: <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Elder abuse is an injustice with many consequences for our society, affecting everything from our communities' public health to our economic resources. Working together, we can build the social supports that can prevent elder abuse. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- We are all born with the same human rights that should be enjoyed at every stage of our lives. When ageism, negative stereotypes based on prejudices about age, is directed at older people, it drives discrimination and the denial of our human rights as we age. Let's end ageism and make our society more just. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Our society is like a building. Buildings need beams of support to keep sturdy and keep the 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 can construct community supports and human services for caregivers and older adults to alleviate risk factors tied to elder abuse, or we can support efforts to train practitioners in aging-related care. Learn more: <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- 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. Elder abuse also creates health care and legal costs for our society. However, we can change this. Learn more: <http://eldermistreatment.usc.edu/weaad-home> #WEAAD

Twitter

SAMPLE TWITTER POSTS:

- #WEAAD is June 15th. We can all get involved to create lasting local changes! <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>
- Build strong supports for communities as we age. Take action! #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>
- Learn about the collective impacts of elder abuse and societal responsibilities for preventing it. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Together, we can prevent elder abuse #WEAAD
- Family alone cannot be responsible for preventing 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
- Join us and wear a purple ribbon to honor survivors of elder abuse and to raise awareness. #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! #WEAAD 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. Tomaremos acción! <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- Podemos construir una sociedad más fuerte para la gente de todas las edades por construyendo recursos y programas contra el abuso de la gente mayor. ¡Aprendan más! <http://eldermistreatment.usc.edu/weaad-home> #WEAAD
- ¡Juntos podemos prevenir y abordar el abuso de la gente mayor! Hagan clic aquí para aprender más. <http://eldermistreatment.usc.edu/weaad-home> #WEAAD