



# Staying connected *never* gets old.

Campaign Toolkit

# Staying connected *never gets old.*

## Create opportunities for older adults to make connections in Calgary.

As community organizations, we know the importance of social connections to our mental health and our overall well-being. For older adults, meeting these needs is incredibly important.

#StayConnected is an Age-Friendly Calgary initiative promoting awareness and support of older Calgarians who may be socially isolated. Older adults can be at higher risk of social isolation due to the changes in health and life circumstances, and even more so during the global pandemic.

Older adults are valuable members of our communities, with a wealth of knowledge, life experience, and wisdom to share. When a connection is made, everyone benefits. This is why it is important to understand the issue of social isolation, and to know what can be done about it.

Your organization has a key role to play in spreading awareness, promoting understanding, and garnering support for this initiative. You might look for ways to create connection opportunities through your own community programs. If you have events, resources, or programming that fulfills the goals of #StayConnected, share them using the hashtag so older adults and other Calgarians can more easily discover them.

With your reach and the engagement of your audience, the #StayConnected campaign can reach the inboxes, social feeds, and conversations of people of all ages, across Calgary.

This toolkit contains everything campaign partners need to participate, including:

- A PDF guide for Calgarians called How to Get Involved that you can share.
- Downloadable assets like posters, postcards, and Facebook profile picture frames.
- Key messages you can copy or adapt for your social platforms and marketing channels.
- Pre-written social media posts you are welcome to use or adapt.
- Social media images you are welcome to use with your campaign-related posts.
- A guide for sharing inspiring stories about older adults who have made connections.

In addition to what you find in this toolkit, you will find more information and more resources at:

**[calgary.ca/stayconnected](https://calgary.ca/stayconnected)**

**For questions, please contact:  
[agefriendlycalgary@calgary.ca](mailto:agefriendlycalgary@calgary.ca)**



# Key Messages

## 1) #StayConnected is a campaign promoting awareness and support of older Calgarians who may be socially isolated.

- For older adults, social connections and community support are essential to feeling good, having fun, staying healthy, and continuing to live a full and happy life.
- The #StayConnected campaign is an Age-Friendly Calgary initiative.
- The campaign educates Calgarians about the impacts of social isolation, and facilitates connections by providing resources and ideas to those who want to get involved.
- We can all play a role in making meaningful social connections, whether it's you, a neighbour, a friend, or a family member who is at risk of social isolation.

## 2) #StayConnected highlights the risks created by social isolation and loneliness due to personal circumstances, which may increase as we get older.

- Prolonged social isolation and loneliness can negatively impact an older adult's physical and mental health.
- Older adults are at higher risk for social isolation and loneliness due to the changes in health and life circumstances that can occur over time.
- Around 30% of Canadian seniors were already at risk of becoming socially isolated before distancing measures were implemented to slow the spread of COVID-19.
- There is an opportunity to help prevent prolonged social isolation and its associated impacts for older adults impacted by the pandemic.

## 3) #StayConnected empowers older adults to make new social connections and engage with their communities.

- As older adults learn about the issue of social isolation and understand the risks, they will be inspired and empowered to respond.
- People of all ages can use [calgary.ca/stayconnected](https://calgary.ca/stayconnected) to learn more about social isolation and to find ways to connect through activities, services, and events.
- Get to know the ongoing opportunities and support available in Calgary, make new connections, grow your social network, and see how you can support others.

## 4) We can improve the lives of older Calgarians by fostering meaningful connections as neighbours, communities, and organizations.

- Responding begins by understanding and talking about the issue of social isolation experienced by older adults in our community.
- Everyone can get involved, volunteer to provide support, and begin making connections — across generations and across the city.
- Becoming part of someone's network is mutually beneficial. The older a person gets, the more they have to offer. These are lives worth sharing.
- The information and resources at [calgary.ca/stayconnected](https://calgary.ca/stayconnected) can be shared to spread awareness of social isolation and to invite more Calgarians to get involved.



## Calls to Action

#StayConnected has three key audiences and a specific call to action for each group.

### Older Adults

Learn about the risks of social isolation, make meaningful connections with others in your community, find ideas and opportunities for staying connected, and help others who might be feeling disconnected.

### Friends & Neighbours

Learn about the risks of social isolation, find ideas for making meaningful connections, and reach out and connect with older adults in your life.

### Organizations

Use your channels and platforms to amplify the campaign, connect it to your work, share positive stories about seniors making connections, and distribute the campaign's assets and resources.

# Campaign Assets: Download and Share

Together, we can support the well-being and mental health of older adults by creating opportunities for them to make connections. You can get involved by sharing these downloadable assets through your existing communication channels.

## 1. How to Get Involved

Share this downloadable PDF to help others discover opportunities to make connections and get involved in the campaign.

Download PDF



**Staying connected  
*never* gets old.**



**Discover opportunities to make social connections, so we all stay healthy.**

There's a difference between feeling lonely and being socially isolated — and both can be damaging. For those 55 and up, it's vital to have social connections and to receive community support.

**The older we get, the more we have to offer.  
These are lives that should be shared.**

**A look at older adults and social isolation**

**30%** of Canadian seniors are at risk of becoming socially isolated.<sup>1</sup>

According to the International Federation on Ageing, "the number one emerging issue facing seniors in Canada is keeping older people socially connected and active."<sup>2</sup>

**56%** of seniors with many close friends rated their physical health as very good or excellent, compared to just over 1/3 of seniors with no close friends.<sup>3</sup>

**Men are less likely** to have social supports.<sup>4</sup>



1. <https://open.alberta.ca/publications/social-isolation-of-seniors>  
2. [www.canada.ca/en/national-seniors-council](http://www.canada.ca/en/national-seniors-council) - Social Isolation Seniors 2014  
3. [www150.statcan.gc.ca](http://www150.statcan.gc.ca) - Social Isolation and mortality among Canadian seniors  
4. [www150.statcan.gc.ca](http://www150.statcan.gc.ca) - COVID-19 and social support for seniors: Do seniors have people they can depend on during difficult times?

## 2. Social Media & Digital

### Social Media Images

Show your support on social media by including these readymade images with your followers. You'll find images sized for sharing on Facebook, Twitter, Instagram, and LinkedIn.

#### Download rectangular format

(LinkedIn, Twitter, Facebook)

Shareable social media image 1

Shareable social media image 2

Shareable social media image 3

Shareable social media image 4

Shareable social media image 5

Shareable social media image 6

Shareable social media image 7

Shareable social media image 8



#### Download square format

(Instagram, Facebook)

Shareable social media image 9

Shareable social media image 10

Shareable social media image 11

Shareable social media image 12

Shareable social media image 13

Shareable social media image 14

Shareable social media image 15

Shareable social media image 16



## Social Media Posts

Feel free to use or adapt these pre-written social media posts to introduce the campaign, show your support, or start a conversation.

[Download PDF version](#)

[1]

For Calgary's older adults, social connections and community support are essential to feeling good, having fun, staying healthy, and continuing to live a full and happy life. #stayconnected

[2]

#StayConnected campaign is an Age-Friendly Calgary initiative. You can learn more about the campaign at [calgary.ca/stayconnected](http://calgary.ca/stayconnected)

[3]

We can all play a role in making meaningful social connections — whether it's you, a neighbour, a friend, or a family member who is at risk of social isolation. #stayconnected

[4]

Around 30% of Canadian seniors were at risk of becoming socially isolated \*before\* distancing measures were implemented to slow the spread of COVID-19. Find out how to get involved at [calgary.ca/stayconnected](http://calgary.ca/stayconnected) #stayconnected

[5]

People of all ages can use [calgary.ca/stayconnected](http://calgary.ca/stayconnected) to learn more about social isolation and to find ways to connect with older adults through activities, services, and events. #stayconnected

[6]

Together, we can improve the lives of older Calgarians by fostering meaningful connections as neighbours, organizations, and communities. #stayconnected

[7]

Older adults are at greater risk of social isolation. Everyone can get involved and start making meaningful social connections. Learn how at [calgary.ca/stayconnected](http://calgary.ca/stayconnected) #stayconnected

[8]

Becoming part of someone's social network is mutually beneficial. The older a person gets, the more they have to offer. These are lives worth sharing. [calgary.ca/stayconnected](http://calgary.ca/stayconnected)



## Hashtag

The official hashtag for this campaign is **#stayconnected**. Including the hashtag with your posts and tweets helps to keep the message consistent, and reinforces the importance of staying connected with each other.

## Facebook Frame

Show your support by adding this Facebook frame to your profile picture — and encouraging others to do the same. The frame is a PNG with a transparent background that will fit within a square or circular profile picture.

[Download Facebook frame](#)

### Follow us on Facebook:

<https://www.facebook.com/stayingconnectednevergetsold>

### Use this hashtag:

#stayconnected

### Share this link:

[www.calgary.ca/stayconnected](http://www.calgary.ca/stayconnected)

You can also **RETWEET** or **REPOST** tweets and posts that relate to **#stayconnected**.



## Email Marketing

Do you send out a regular newsletter to your audience or membership? Consider including one of these graphics with your next email, and link it to the campaign URL: [www.calgary.ca/stayconnected](http://www.calgary.ca/stayconnected).

Download newsletter image 1



Download newsletter image 2



## Website Banner

This image can be used on your website and should link to the campaign URL: [www.calgary.ca/stayconnected](http://www.calgary.ca/stayconnected).

Download website banner



### 3. Poster and Postcard

There are two versions, and two sizes of posters — 8.5” x 11” and 11” x 17”. There is also a 4” x 6” postcard for download. You can print them, post them on your website, or email them!

#### Poster, Version 1

Download 11” X 17”

Download 11” X 17” for print

Download 8.5” X 11”

Download 8.5” X 11” for print



## Poster, Version 2

Download 11" X 17"

Download 11" X 17" for print

Download 8.5" X 11"

Download 8.5" X 11" for print



### Staying connected *never* gets old.

Here are some ideas on how you can reach out to neighbours who may be social isolated:

1. Connect with your neighbours by performing 3 simple acts of kindness.
2. Greet your neighbours with a friendly hello or wave, to invite conversations.
3. Use sidewalk chalk to brighten pavement with positive messages & drawings.
4. Check in on neighbours and offer to do chores like grass and groceries.
5. Invite a neighbour to join you for a regular walk and friendly conversation.
6. Deliver flowers to your neighbours, from the store or from your garden.
7. Offer to have a virtual meal or distanced drink with one of your neighbours.
8. Connect over a hobby or interest, like gardening, art, music, or cooking.
9. Ask a neighbour if they would like to swap books, movies, and puzzles.
10. Invite neighbours to celebrate occasions like Neighbour Day and Canada Day.
11. Come up with your own ideas to stay connected!

Learn more at [calgary.ca/stayconnected](https://calgary.ca/stayconnected).  
#stayconnected



## Postcard

Download 4" X 6"

Download 4" X 6" for print



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Learn more at [calgary.ca/stayconnected](https://calgary.ca/stayconnected)  
#stayconnected

There are plenty of ways that you can connect with people...

...across generations

...and around the city!



## 4. Inspiring stories

You can share stories about connections made during the pandemic, to inspire people to make their own connections. Stories will be added to a rotation of stories featured on the Stay Connected website. Submit stories (maximum 400 words) throughout the year.

Here are two format ideas for your story:

### Format 1

An older adult interview, in their own words. Ask them questions like:

- What has the pandemic been like for you?
- What has changed for you during the pandemic?
- How have you stayed connected to other people during the pandemic?
- What was easy about that, and what did you find challenging?
- How has connecting affected your relationships, activity, mood, or energy?
- What advice would you give to other people trying to make connections?

### Format 2

Agency and community stories about making connections with older adults (eg. family members, neighbours, caregivers, volunteers) during the pandemic. Ask questions like:

- What situation or event inspired you to make connections?
- What connections did you make?
- What happened as a result of the connections?
- What advice would you offer others trying to make connections at the moment?

Please ensure that everyone in the story has given you permission to make it public on the webpage, and ensure that you have permission to publish any photos you submit.

Send your written story and images to [agefriendlycalgary@calgary.ca](mailto:agefriendlycalgary@calgary.ca) so they can be uploaded to the webpage. If you have any questions about the campaign and how you can participate, please contact [agefriendlycalgary@calgary.ca](mailto:agefriendlycalgary@calgary.ca).



[calgary.ca/stayconnected](https://calgary.ca/stayconnected)

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