

# HELP BOOST SERVICES for **#AlbertaSeniors**

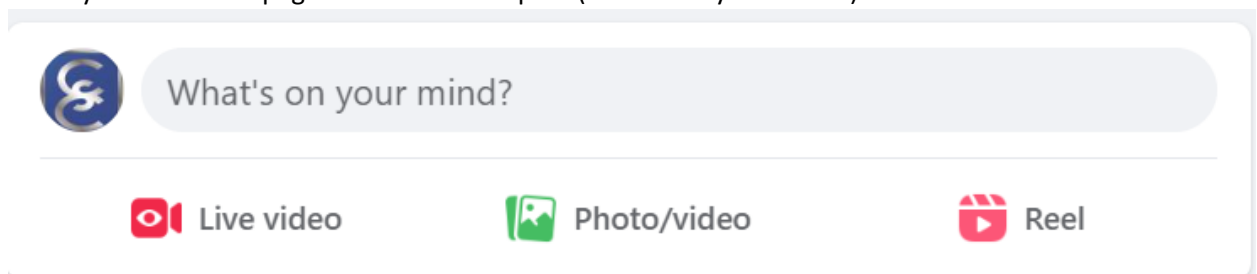
## *Social Media Campaign*

Thank you for participating in this campaign. This document is meant to help guide you in sharing our **#AlbertaSeniors** campaign. If you would like to use our imagery, we have provided a variety of resources in our [post](#) for you to use.

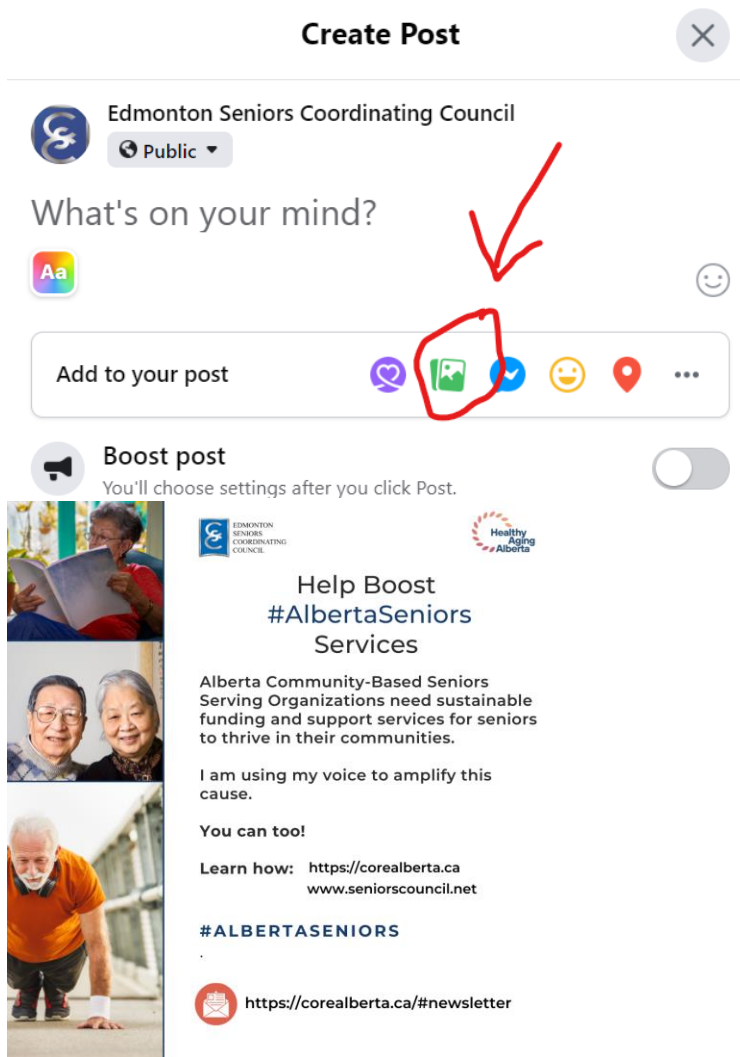


## Facebook Steps:

1. Go to your Facebook page and start a new post (What's on your mind?)



2. Add this text or similar text to your post: I am using my voice to boost awareness about the value and effectiveness of community-based senior services. Will you help us boost awareness to seniors' needs in Alberta by \_\_\_\_\_ (create your ask from the Questions for Doorknockers resource).
3. In your post, please always use the hashtag: **#AlbertaSeniors**
4. If you are in Edmonton also use: **#YEGseniors**
5. Download one of the images from the [Elections Messaging Package](#) to accompany your post (See image on how to add graphics below).



6. Be prepared for questions about what Community-Based Seniors Service (CBSS) organizations are and how they work. CBSS are responding to the growing needs of older adults. When older adults ask questions or comment about their current needs, there is an opportunity to discuss and connect CBSS increased need for financial support to older adults receiving support and thriving in the community.
7. Best time to publish is 10 am, noon, and after 3 pm!
- 8.

### Facebook Post Suggestion

Add one of the images provided for Facebook. For text, you could share in a short note, maximum two paragraphs, how seniors-serving organizations are making a difference (for example how your organization or group is supporting older adults in your area). Don't forget to add the hashtag: **#AlbertaSeniors** and please direct your audience to our website for more information: [seniorscouncil.net](https://seniorscouncil.net) and/or [Healthy Aging Alberta](https://HealthyAgingAlberta.org) We have a social media calendar (last page) that you can follow. (If you are in Edmonton also use: **#YEGseniors**)

## Twitter Post Suggestions

**Message 1:** Alberta Seniors serving organizations need sustainable funding to provide support and services for seniors to thrive in their communities. Learn How: [seniorscouncil.net](https://seniorscouncil.net) and/or [Healthy Aging Alberta](#) **#AlbertaSeniors**

(If you are in Edmonton also use: **#YEGseniors**)

**Message 2:** Alberta Seniors are top volunteers, donors and caregivers. They enrich our communities, and we can support them. Learn How: [seniorscouncil.net](https://seniorscouncil.net) and/or [Healthy Aging Alberta](#) **#AlbertaSeniors**

(If you are in Edmonton also use: **#YEGseniors**)

## Instagram Post Suggestion

Add one of the images provided for Instagram / Instagram story. For text, you could share in a short note, maximum two paragraphs, why seniors need more support. Don't forget to add the hashtag: **#AlbertaSeniors** and please direct people to our website for more information: [seniorscouncil.net](https://seniorscouncil.net) and/or [Healthy Aging Alberta](#)

(If you are in Edmonton also use: **#YEGseniors**)

We have a social media calendar (last page) that you can follow.

## LinkedIn Post Suggestion

Add one of the images provided for LinkedIn. For text, you could build on this phrase: "Alberta seniors are top volunteers, donors, and caregivers. They enrich our communities, and we can support them". Please write in two paragraphs how you believe we can support older Albertans by supporting this campaign (for example: volunteering in organizations that are serving them, signing the declaration, advocating with officials, etc).

Don't forget to add the hashtag: **#AlbertaSeniors** and please direct people to our website for more information: [seniorscouncil.net](https://seniorscouncil.net) and/or [Healthy Aging Alberta](#)

(If you are in Edmonton also use: **#YEGseniors**)

We have a social media calendar (last page) that you can follow.

## Additional Recommendations:

Always include an image in Facebook, and Instagram posts.

Always utilize hashtags on Twitter to increase reach. Please use the same hashtags on other social media. The campaign hashtags are: [#AlbertaSeniors](#) [#YEGseniors](#)

Feel free to share, repost and retweet any of the **Edmonton Seniors Coordinating Council** and **Healthy Aging Alberta** via **United Way of Calgary and Area** social media messages. If you do, please tag our accounts.

**Facebook:** [@EdmontonSeniorsCoordinatingCouncil](#)      [@unitedwaycgy](#)

**Twitter:** [@ESCC255](#)      [@unitedwaycgy](#)

**LinkedIn:** [@escc](#)      [@unitedwaycgy](#)

**Instagram:** [@unitedwaycgy](#)

## SOCIAL MEDIA CALENDAR – May /June 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3 1	4 LinkedIn image 1	5 Instagram message 1	6
7	8 Twitter message 1	9	10 Facebook Image 1	11 LinkedIn image 2	12 Instagram message 2	13
14	15	17	18 Facebook Image 2	19 LinkedIn image 1	20 Instagram Message 1	21
22	23 Twitter message 2	24	25 Facebook Image 1	26 LinkedIn image 2	27 Instagram Message 2	28
29 <b>Election Day!</b>	30	31	<b>June 1</b>	2	3	4