

# -HELP BOOST#YEGSENIORS SERVICES-

## *Social Media Campaign*



## Instructions

1. Thank you for participating in this campaign. This campaign is meant to be used by leaders and influencers of our communities. Please share your thoughts in the posts as your influence and your opinions will help boost #YEGSeniors services!
2. Please add one of the two images we have provided with each of your posts.
3. If it is helpful please use our examples for the messages. We have added suggestions for each platform.
4. 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.
5. In your post, please always use the hashtags: #YEGseniors #AlbertaSeniors
6. Follow our Social media calendar so we raise a united voice and connect!
7. Best time to publish is 10 am, noon, and after 3 pm!



### 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 hashtags: #YEGSeniors #AlbertaSeniors and please direct your audience to our website for more information: [seniorscouncil.net](http://seniorscouncil.net)

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



## Twitter Post Suggestions

**Message 1:** #YEG seniors serving organizations need sustainable funding to provide support and services for seniors to thrive in their communities. Learn How: [seniorscouncil.net](http://seniorscouncil.net) #YEGSeniors #AlbertaSeniors

**Message 2:** #YEG seniors are top volunteers, donors and caregivers. They enrich our communities and we can support them. Learn how: [seniorscouncil.net](http://seniorscouncil.net) #YEGSeniors #AlbertaSeniors



## 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 hashtags: #YEGSeniors #AlbertaSeniors and please direct people to our website for more information: [seniorscouncil.net](http://seniorscouncil.net)

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: “YEG 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 Albertans or Edmontonians older adults 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 hashtags: #YEGSeniors #AlbertaSeniors and please direct people to our website for more information: [seniorscouncil.net](http://seniorscouncil.net)

The link to sign the senior-sector Declaration is:

<https://us8.list-manage.com/survey?u=b7b1coaac699bd706e3bdf45c&id=34c72bb182&attribution=false>

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: [#YEGseniors](#) [#AlbertaSeniors](#)

📷 Feel free to share, repost and retweet any of the Edmonton Seniors Coordinating Council and United Way 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	30	31	<b>June 1</b> Facebook Image 2	2 LinkedIn image 1	3 Instagram Message 1	4
5	6	7	8 Facebook Image 1	9 LinkedIn image 2	10 Instagram Message 2	11

