



# WORLD ELDER ABUSE AWARENESS DAY 2019

Fostering an Age of Inclusion  
Care • Connect • Communicate

## USING SOCIAL MEDIA To Promote World Elder Abuse Awareness Day

We hope you will join CNPEA's and Elder Abuse Ontario's 2019 campaign and help foster an #AgeofInclusion! Spread the word about World Elder Abuse Awareness Day (WEAAD) on social media. It is an excellent way to engage your community around this important and timely topic.

### Ways to use social media to promote WEAAD2019

- Follow [@ElderAbuseOnt](#) on Twitter and “like” the Elder Abuse Ontario [Facebook page](#) to stay updated on WEAAD activities.
- Follow [@CNPEA](#) on Twitter and “like” the CNPEA [Facebook page](#) to stay updated on WEAAD activities.
- You can feel free to retweet and share our posts, use your own text, or copy and paste the content you will find on the next page. Feel free to post on any social media platform (Facebook, Twitter, Instagram etc.). You can talk 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.
- Remember to use the hashtags [#WEAAD2019](#) and [#AgeofInclusion](#) in your posts. The more people share these hashtags, the more powerful our movement can be!

### 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.
- Add visuals to your post. A photo, link with a thumbnail, or a video can generate significantly more attention. Check out the logos and images from our tools & tips section:  
<http://weaad.elderabuseontario.com>

We have included some sample messages on the next page. Simply copy and paste them. These messages can be used on any social media platform.

## SAMPLE FACEBOOK and TWITTER POSTS



### Talking about #WEAAD2019

- Save the Date! World Elder Abuse Awareness Day is Saturday June 15! #WEAAD2019
- World Elder Abuse Awareness Day is June 15. It is an official @UN day acknowledging the significance of #elderabuse as a public health and a #humanrights issue. #WEAAD2019
- On June 15, let's show our support for older adults, their safety, their happiness and well-being. Join us! #WEAAD2019
- On June 15 join us in wearing purple to honor survivors of elder abuse, and to raise awareness of this issue. Find information and resources on [cnpea.ca](http://cnpea.ca) and [elderabuseontario.com](http://elderabuseontario.com) #WEAAD2019
- Abuse takes many forms, some of them insidious and older people are mistreated more often than we think. Learn how to spot the signs, respond and be part of the solution to keep us all safe as we age! <https://bit.ly/2PSemIS> #WEAAD2019
- We all deserve to lead happy and healthy lives free from abuse as we age. It is a social justice issue, not a "family matter". Help us raise awareness and improve prevention of #elderabuse <https://bit.ly/2rdeRNQ> #WEAAD2019
- Check out our map to find WEAAD events near you or to add yours! The more people we engage, the more we will make a difference for older adults in our communities! #WEAAD2019

### Fostering an #AgeofInclusion

- Social isolation is a major risk factor for elder abuse and neglect, but it can be fought with a little help from all of us. This year @ElderAbuseOnt & @CNPEA chose to focus our WEAAD campaign on social inclusion. Bring in the #AgeofInclusion #WEAAD2019 <https://bit.ly/2Vkppto>
- Together we can build better community supports and services for older adults to alleviate risk factors tied to elder abuse and to foster an #AgeofInclusion #WEAAD2019 <http://weaad.elderabuseontario.com/>
- #Intergenerational initiatives connect older adults looking for companionship with younger generations looking for mentorship, housing, wisdom or fun! #WEAAD2019 #AgeofInclusion
- Family alone cannot be responsible for preventing elder abuse, we must all do our part to support each other as we age. We can all get involved to create meaningful and lasting local changes! #WEAAD2019 #AgeofInclusion
- Social isolation can impact health as negatively as smoking 15 cigarettes per day but simple, kind gestures can have a significant positive impact on someone's life too! Care, Connect, Communicate with the older adults in your community. #AgeofInclusion #WEAAD2019
- Fighting social isolation can be as simple as chatting with someone and engaging in activities such as cooking and eating together, reading aloud to a senior, playing games, taking a walk, or offering a ride. #AgeofInclusion #WEAAD2019



#### QUESTIONS? CONTACT US:

Elder Abuse Ontario

[www.elderabuseontario.com](http://www.elderabuseontario.com)

Canadian Network for the Prevention of Elder Abuse

[www.cnpea.ca](http://www.cnpea.ca)