

Social Media Tips



Elder Abuse
Prevention
Ontario

First, and perhaps the easiest, way to begin to spread awareness about elder abuse prevention initiatives is to incorporate research-informed messaging and organizational tools to optimize outreach. Use this kit to create framed messaging in your social media by keeping up to date with relevant awareness days with our outreach calendar and utilizing reframed posts with graphics to engage your audiences.

Reframed Messaging

Reframing our communications around aging and elder abuse is an essential first step in creating long-term social change. Research from The FrameWorks Institute showed participants rated “older people” as more competent with that term applied in comparison to terms like “seniors” or the “elderly.” Using person-centered language is preferable in any context. If you know in your community that there is a term used to identify older people that signals their value, you should continue to use it.

When reframing your messaging, share content from trusted resources and use images that picture older adults without agency. You can find sample content, materials, an awareness calendar, and images in this kit.

Audiences

It is important to know your audience on each platform to apply the most effective messaging. Here are tips on where to target audiences on social media:



Facebook: Primarily the public, high traffic



Twitter: Professionals, high traffic



Instagram: Public, younger public (great for intergenerational efforts), medium traffic



LinkedIn: Primarily professionals, low traffic

Scheduling Posts

Plan posts ahead of time to allow for plenty of time to craft posts accordingly for your target audiences. Here are tips on how often to schedule posts: As mentioned earlier, plan ahead so there is plenty of time to craft your post, the scheduling tool on these platforms is helpful to do so:



Facebook – 2-5 posts a week, learn more about scheduling here:

www.facebook.com/help/389849807718635



Twitter – 1-5 tweets per business day, learn more about scheduling here:

twitter.com/TwitterSupport/status/1266081598748925961?s=20

Engagement

It's all about engagement! “Like” other Facebook pages, posts, and comments. Follow, reply, “like,” and retweet, “Tag” other accounts on posts to reach a broader audience and maximize post engagement. Cooperating with popular hashtags and participating in social media campaigns are also helpful ways to increase engagement in your messaging. Ads are also a great investment to grow social networks.