***2016* *Home for the Holidays Campaign***

**Addressing the Problem of Social Isolation &**

**Loneliness in Older Americans**

**Social Media Bank**

**Sample Facebook Posts**

Campaign Launch

* Did you know one in five Americans over age 50 are affected by isolation, which has been associated with higher rates of chronic disease, depression, dementia and death? To help raise awareness, we are pleased to support the 2016 Eldercare Locator Home for the Holidays campaign to address the problem of social isolation and loneliness in older adults, led by n4a (tag n4a Facebook) in partnership with AARP Foundation (tag AARP). We will be participating in the campaign by conducting public outreach activities to get the word out. We are also excited to share the campaign’s brochure, “Expand Your Circles: Prevent Isolation and Loneliness As You Age,” which provides information and resources to prevent this problem or help those already suffering. Contact us at (enclose contact information) to get a copy and learn how you can join the campaign! (attach cover)

Highlight Research

* Research shows that social isolation and loneliness has been linked to higher rates of chronic disease, depression, dementia and death in older adults. But you can be proactive and take steps to reduce your risk. We have joined a national campaign that focuses on this problem and we invite members of the community to get involved. Contact us at (enclose contact information) to learn how to take part in this important campaign and to receive a copy of the new brochure: “Expand Your Circles: Prevent Isolation and Loneliness As You Age.” (attach cover)

Promote Outreach

* As part of a national campaign to address the problem of social isolation and loneliness in older adults, we are excited to conduct a range of public outreach activities in our community. We will be spreading awareness through events, one-on-one counseling and media outreach. We also hope to build consensus for the development of solutions that will alleviate this problem by working with elected officials and other decision makers. Stay tuned for details on how to participate in these activities and contact us at (enclose contact information) for information on how you can get involved. (attach infographic)

Market the Brochure

* Want to find out if you’re at risk of becoming isolated and lonely? Take the Self-Assessment Checklist developed as part of a national campaign to address the problem of social isolation and loneliness in older adults. The checklist is a part of the new brochure, “Expand Your Circles: Prevent Isolation and Loneliness As You Age,” which contains information and resources to help older adults become more connected. Contact us at (enclose contact information) to learn how to get a copy. (attach cover)

Get Feedback

* Now that the campaign to address the problem of social isolation and loneliness in older adults is in full swing, we want to hear from you. Contact us at (enclose contact information) and share your experiences with social isolation. Your story may help others! (attach infographic)

**Sample Tweets**

Campaign Launch

* We are excited to support a national campaign to address the problem of social isolation and loneliness in older adults. Contact us at (insert contact info) for more info! (attach cover)

Highlight Research

* Did you know isolation has been linked to higher rates of chronic disease, depression, dementia and death in older adults? Contact us at (insert contact info) to learn more. (attach infographic)

Market the Brochure

* Are you at risk of becoming isolated? Take the Self-Assessment included in the new brochure. Contact us at (insert contact info) to get a copy! (attach cover)

Get Feedback

* We want to hear from you! Do you have a story about how social isolation has affected you? Contact us at (insert contact info). (attach infographic)