



never too old  
to **play**

older americans month 2012

**Social media outreach**



**AoA**  
Administration on Aging



## Social Media Outreach Partner Participation Opportunity

May is Older Americans Month, a proud tradition that shows our nation's commitment to celebrating the contributions and achievements of older Americans. The U.S. Administration on Aging (AoA) encourages your organization to help promote Older Americans Month through your social media networks.

The theme for Older Americans Month 2012—*Never Too Old to Play*—spotlights the spirited participation of people in their sixties, seventies, and beyond who remain active and engaged in social and faith groups, service organizations, sports, the arts, and countless other activities that enrich their lives and their communities.

Join us! AoA's social media tools and sample story arc make it easy to promote the celebration.



Twitter

- **Use** the hashtag **#OAM2012** in any content that highlights Older Americans Month.
- **Tweet** the posts we've provided in the Twitter story arc throughout the month of May.



Facebook

- **Promote** and become a fan of the [U.S. Administration on Aging's Facebook page](#).
- **Link** to the Administration on Aging's Older Americans Month website [here](#).
- **Tag** the Older Americans Month website in your postings by typing AdministrationOnAging.
- **Use** the posts and links in the Facebook story arc throughout the month of May.





## Twitter Story Arc

We encourage our partners to tweet the posts below and post your own thoughts on how all Americans can stay socially and physically active later in life. Don't forget to use the **#OAM2012** hashtag so that all Older Americans Month followers can view your tweets.

### April 15 – April 25

- Older Americans Month begins May 1st! This year's theme is Never Too Old to Play! Learn more. <http://bit.ly/IPsOB0> #OAM2012
- Since 1963, communities have joined in the annual celebration of Older Americans Month. <http://bit.ly/IPsOB0> #OAM2012
- Every president since JFK has marked OAM with a proclamation honoring the contributions of older Americans. <http://bit.ly/IPsOB0> #OAM2012
- Our theme, Never Too Old to Play, shows the activities of older Americans enrich their lives and communities <http://bit.ly/IPsOB0> #OAM2012
- Staying active doesn't have to be hard. Older Americans are more involved than ever. Learn more and join in! <http://bit.ly/IPsOB0> #OAM2012
- Never Too Old to Play? How will you stay active in Older Americans Month? Tweet your thoughts at #OAM2012

### April 25 – April 30

- What are you doing this May? Celebrate Older Americans Month. This year's theme: Never Too Old to Play! <http://bit.ly/IPsOB0> #OAM2012
- Help spread the word about Older Americans Month. Retweet, or share a banner from <http://1.usa.gov/yXcM4j> #OAM2012
- Celebrate OAM by sharing how you stay active in your community! Show Twitter you're never too old to tweet—or play! Use #OAM2012
- Older Americans are more involved than ever. Celebrate and participate in Older Americans Month! <http://bit.ly/IPsOB0> #OAM2012

### May (General)

- May is Older Americans Month! Get involved and remember you're never too old to play! Learn more at <http://bit.ly/IPsOB0> #OAM2012
- Older Americans Month celebrates the contributions of elders to our country and community. Get involved at <http://bit.ly/IPsOB0> #OAM2012
- Looking for ways to get active? Check out Go4Life, simple exercises for older folks. Celebrate OAM! <http://bit.ly/oKOYb7> #OAM2012

- Looking for a good card game? Give your local senior center a call. <http://bit.ly/oKOYb7> #OAM2012
- Want to get involved in Older Americans Month? Give your local senior center a call. <http://bit.ly/oKOYb7> #OAM2012
- Want to learn from experienced and engaged Americans? Reach out to your local senior center and get involved <http://bit.ly/oKOYb7> #OAM2012
- Help spread the word about Older Americans Month. Retweet, or share a banner from <http://1.usa.gov/yXcM4j> #OAM2012
- You're never too old to play—or practice yoga. Learn new ways to stay flexible and active. Find out more at <http://bit.ly/IPsOB0> #OAM2012
- You're never too old to play! Volunteer in your community! Help out in your neighborhood! Learn more at <http://bit.ly/IPsOB0> #OAM2012
- You're never too old to play—or write a cookbook. Show everyone just how talented you are. Learn more at <http://bit.ly/IPsOB0> #OAM2012
- You're never too old to play—or create a work of art. Show the world your artistic side. Learn more at <http://bit.ly/IPsOB0> #OAM2012
- Always wanted to learn Tai-Chi? No better time than now. You're never too old to play. Learn more at <http://bit.ly/IPsOB0> #OAM2012
- Want to make an impact in your community? Mentor a youth in your area! Learn more at <http://bit.ly/IPsOB0> #OAM2012
- Fight dementia. Doing a crossword puzzle can improve brain function and keep you sharp. Join in OAM. <http://bit.ly/IPsOB0> #OAM2012
- Stay active! Taking a walk can stave off aches and pains and improve health. Join in Older Americans Month. <http://bit.ly/IPsOB0> #OAM2012
- Stay active! As Older Americans Month approaches, pick a game, hobby, or group to get involved with. <http://bit.ly/IPsOB0> #OAM2012
- It's Older Americans Month! Get involved and learn more at <http://bit.ly/IPsOB0> #OAM2012

- Dance on. Dancing reduces stress, increases levels of serotonin, and provides an overall sense of wellbeing. <http://bit.ly/IPsOBO> #OAM2012
- You're never too old to dance. Dancing is a low impact exercise that offers a safe and fun way to stay fit. <http://bit.ly/IPsOBO> #OAM2012
- Build brainpower. Dance forces us to memorize steps, routines, and dance patterns. <http://bit.ly/IPsOBO> #OAM2012
- You're never too old to play an instrument: It improves memory, coordination, and concentration. Learn more <http://bit.ly/wsdWKq> #OAM2012
- Arts education encourages cognitive development, increases creativity, & improves self-esteem. Take up the arts this OAM #OAM2012
- Visit a museum or art gallery this Older Americans Month. It will stimulate your mind and put you in touch with your creative side. #OAM2012
- Celebrate OAM by sharing how you stay active in your community! Show Twitter you're never too old to tweet—or play! Use #OAM2012

## May 7 – 11: Senior Corps Week

- Senior Corps Week starts today! If you're an older American and want to know more, go to: <http://bit.ly/9I7V9d> #OAM2012
- Senior Corps helps older Americans stay active, involved, and engaged in the community. Learn more: <http://bit.ly/9I7V9d> #OAM2012
- Are you a member of Senior Corps? Tell others how you serve your community during Older Americans Months! Use #OAM2012





## Facebook Messages

We encourage our partners to post each message below. For messages with links, click on "Link," copy and paste the URL, and click "Attach." Copy and paste the message to the message bar and then click "Share."

### April 25 – April 30

- In May 1963, the United States celebrated the first Older Americans Month. Today, this annual celebration has grown into a tradition of honoring and recognizing older Americans! <http://bit.ly/IPsOBO>
- The tradition of recognizing seniors every year began in 1963, when President Kennedy declared May Senior Citizens Month. In 1980, President Carter renamed the celebration Older Americans Month, in honor of the contributions of older people to America's community life. <http://bit.ly/IPsOBO>
- This year's Older American Month theme is Never Too Old to Play. Now more than ever, older Americans are involved and engaged in their communities. Find out how you can join in the celebration starting May 1st! <http://bit.ly/IPsOBO>
- Older Americans are more and more active in the community. Take the time to engage them and learn from their wisdom. Find out more at <http://bit.ly/IPsOBO>

### On May 1

- Older Americans Month starts today! Get involved, get active, and remember you're never too old to play! Learn more at <http://bit.ly/IPsOBO>
- How will you get active during Older American Month? Post your thoughts and suggestions, and learn more at <http://bit.ly/IPsOBO>
- Older Americans can give you a unique perspective and wisdom born of experience. Get involved with Older Americans Month, and learn more at <http://bit.ly/IPsOBO>
- Spread the news about Older Americans Month! Share this message on your Facebook timeline, or share a banner from here: <http://1.usa.gov/xHMMh>

### May (General)

- Are you young and curious about the world? Ask an older American. They are engaged and active today, with a wealth of knowledge from decades of experience. Plus, they are a lot more reliable than Wikipedia. Learn more about how to engage older Americans in May here: <http://bit.ly/IPsOBO>
- Want to learn from experienced and engaged Americans? Reach out to your local senior center and get involved. Older Americans have a wealth of knowledge and wisdom and they want to pass it on to you. Learn more here: <http://bit.ly/IPsOBO>

- Do you like playing card games? Chances are, you won't find better competition than at your local senior center. Learn more about how to engage older Americans during Older Americans Month here: <http://bit.ly/IPsOBO>
- When you pass groups of older Americans practicing Tai-Chi in the morning, do you want to learn? If so, just ask. Chances are they will want to teach you as much as you want to learn. Learn more about engaging older Americans during May here: <http://bit.ly/IPsOBO>
- Are you an older American who's not sure how to exercise safely? Go4Life offers some great simple activities to stay active and healthy! Celebrate Older Americans Month this May, and remember you're never too old to play. <http://bit.ly/IPsOBO>
- Do you want to learn yoga? There is no better time than Older Americans Month to get out and get active! Learn more at <http://bit.ly/IPsOBO>
- Have you always wanted to learn how to paint? Show the world your artistic side, and get active in Older Americans Month. You're never too old to play! <http://bit.ly/IPsOBO>
- Can you cook better than chefs on TV? Write your own cookbook and stay active in the community. May is Older Americans Month. You're never too old to play! <http://bit.ly/IPsOBO>
- Want to help shape the future? Mentor a student or young adult. Learn how you can get involved and celebrate Older Americans Month at <http://bit.ly/IPsOBO>
- Do you want guidance from a mentor? Chances are there is one right in your community. Learn more about how older Americans help their communities: <http://bit.ly/IPsOBO>
- Have you always wanted to learn an exercise like yoga or Tai-Chi? Now is the best time. May is Older Americans Month, and you are never too old to play! Learn more about how to get involved and stay active at <http://bit.ly/IPsOBO>
- Do you like card games? Chances are you'll find the best competition at your local senior center. Find out more about how you can engage older Americans during Older Americans Month here: <http://bit.ly/IPsOBO>
- You're never too old to dance. Dancing allows you to express yourself and facilitates communication around the world. Dancing also has health benefits including stress reduction, increased levels of serotonin, and an improved sense of wellbeing. <http://bit.ly/IPsOBO>

- You're never too old to play an instrument. Learning to play a musical instrument helps improve memory, hand-eye coordination, awareness, and concentration. To find a place to play music near you visit <http://bit.ly/wsdWKq>
- You're never too old to take up the arts. Arts education improves health in many ways: It encourages cognitive development, increases creativity, and improves self-esteem. Exercise your creativity this Older Americans Month. Find out more at <http://bit.ly/IPsOBO>
- Do you need someone to volunteer with in your community? Many older Americans are looking for ways to make a positive impact. Learn more about how you can engage our older American community at <http://bit.ly/IPsOBO>
- Older Americans are valuable contributors to the community, now more than ever. If you are an older American wondering how you can be more active, go to this link, and celebrate Older Americans Month! <http://bit.ly/IPsOBO>
- May is Older Americans Month! Our theme is Never Too Old to Play. Now is a great time to show your artistic side, get involved, or learn to do the exercise you have always admired! Learn more at <http://bit.ly/IPsOBO>

### May 7 – 11: Senior Corps Week:

- Senior Corps Week starts today! Senior Corps is a great way for older Americans to get involved in their community—through mentoring, volunteering, and staying active. Learn more here: <http://bit.ly/917V9d>
- Senior Corps members serve as companions for people with disabilities, foster grandparents for America's youth, and volunteers in their community. During Older Americans Month, learn more about how you can stay active through Senior Corps at <http://bit.ly/917V9d>





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