

SAMPLE SOCIAL MEDIA POSTS

- World Elder Abuse Awareness Day is June 15. Promote positive perceptions of aging and challenge ageist norms that sanction elder abuse. #WEAAD #EndAgeismEndAbuse
- This World Elder Abuse Awareness Day, commit to creating awareness of the diversity of experiences across the lifespan and challenging harmful ageist stereotypes that validate elder abuse. #WEAAD #EndAgeismEndAbuse
- Ageism discredits, diminishes, and devalues older adults. Lift up the voices of older adults and celebrate their stories and resilience. #WEAAD #EndAgeismEndAbuse
- Ageist attitudes and stereotypes contribute to negative health outcomes and place older adults at a greater risk for abuse. Amplify accurate information about aging and expose ageism. #WEAAD #EndAgeismEndAbuse
- Expose ageism and challenge stereotypes that portray older adults as frail, vulnerable, and disposable. These harmful beliefs perpetuate discrimination and increase the risk for abuse. #WEAAD #EndAgeismEndAbuse #ExposeAgeism
- Ageism is harmful. Not only is it proven to lead to declines in physical health, mental health, and social well-being, it also creates a culture that ignores and tolerates elder abuse. #WEAAD #EndAgeismEndAbuse
- World Elder Abuse Awareness Day is a time to: educate yourself and others about the challenges faced by older survivors; heighten community awareness of elder abuse; expose ageist ideas and norms; and promote resources and services for older survivors of abuse. #WEAAD #EndAgeismEndAbuse

This project was supported by Grant No. 2016-TA-AX-K071 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication are those of the authors and do not necessarily represent the official position of the U.S. Department of Justice.