

OLDER AMERICANS MONTH

FEEDING
AMERICA 2015

SOCIAL MEDIA



Older Americans Month is an annual event dating back to 1963 when President John F. Kennedy designated May as Senior Citizens Month. It was later renamed Older Americans Month and every president since has issued a formal proclamation asking the nation to pay tribute to older persons in their communities.

The Feeding America nationwide network of food banks participates by raising awareness and showing support for the 7 million seniors who seek food assistance across our network.

The main way for YOU to get involved is to take a #SolveSeniorHunger photo or video and post to your social media accounts with the hashtag.

Get started with step-by-step instruction below.

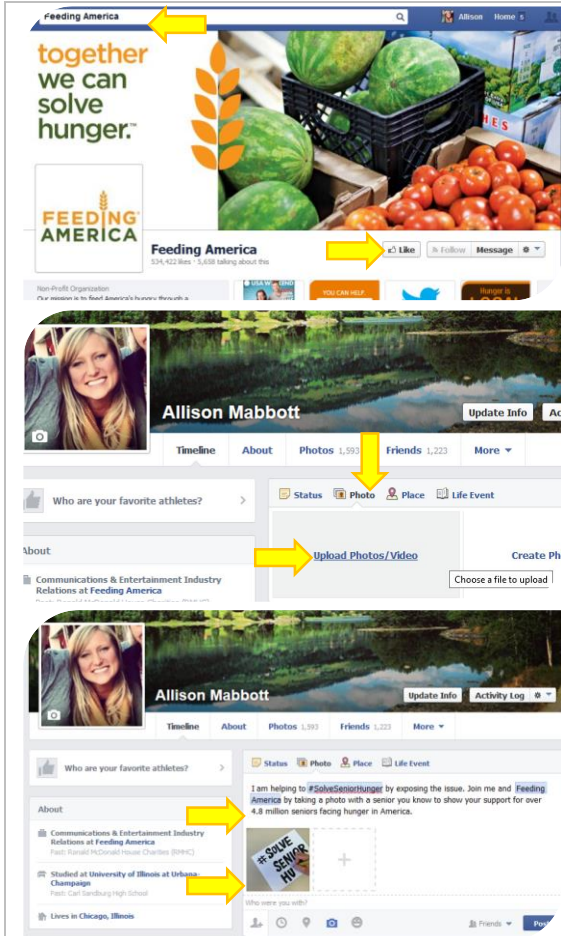
Step by Step Instructions: Taking your Photo



1. Using a dark marker, make a handwritten sign that reads “#SolveSeniorHunger”.
 - a. The darker and thicker the font, the better.
 - b. Use computer paper to create your sign or get creative and use other items to write on like the cardboard circle from under your pizza.
2. Take a photo of yourself, your family, friends or seniors you know while holding your handmade “#SolveSeniorHunger” sign.
 - a. Selfies are welcome.
 - b. If you don’t know any seniors, you can take a photo without a senior to show your support.

OLDER AMERICANS MONTH 2015

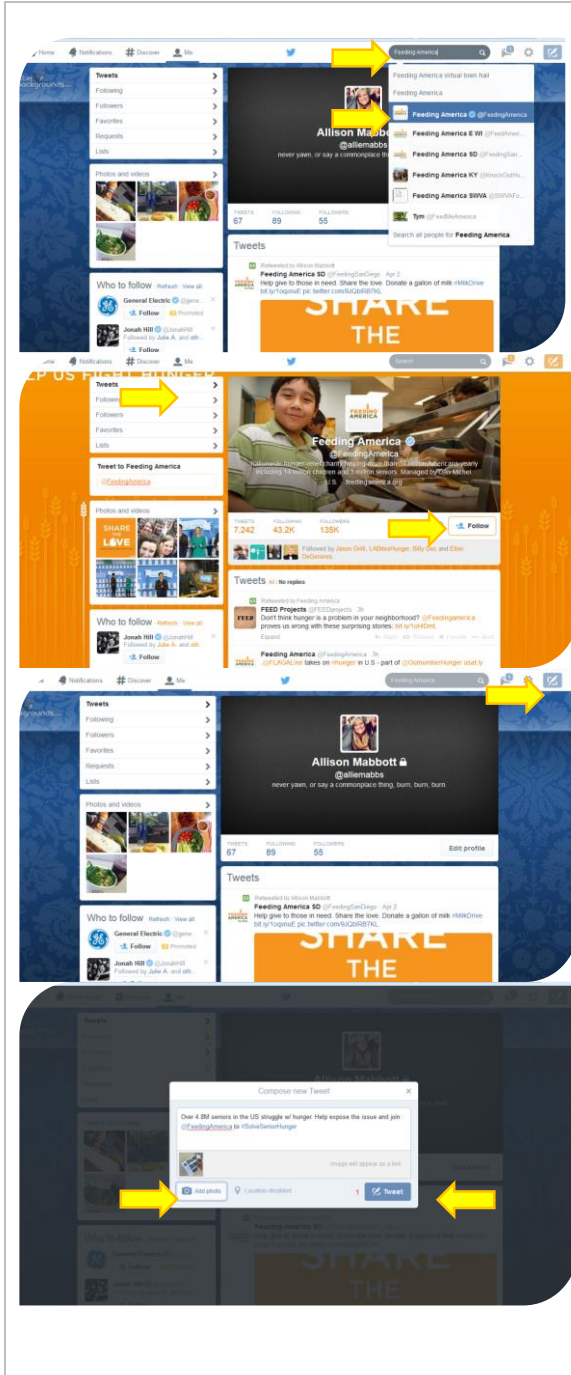
Step by Step Instructions Sharing your Photo on Facebook



1. Log into your Facebook account from your phone or computer.
2. Find the Feeding America Facebook page by clicking [HERE](#). Now along the edge of our top cover image, click the LIKE button.
3. Go back to your personal profile page.
4. On your profile's status box, click "Photo" and you will see two options.
5. Click "Upload Photos/Video" and select the photo file of your #SolveSeniorHunger photo, wherever you have saved it.
6. Facebook will then show you a thumbnail of your photo and ask you to "write something" to accompany the image. This is where you'll type one of our Older Americans Month "Suggested Posts".
7. *Suggested posts can be found on the last page of this document.*
8. **IMPORTANT:** In order for your #SolveSeniorHunger photo to be tracked on our Feeding America Facebook page, it is very important that you first *Liked* the Feeding America Facebook page (Step 2). When typing in your suggested post, [@FeedingAmerica](#) should appear as a highlighted link.
9. Click "Post" in the lower right hand corner of your photo upload/text box and your #SolveSeniorHunger photo will appear both on your timeline and in Feeding America's Facebook page under the "Recent Posts by Others" module.

OLDER AMERICANS MONTH 2015

Step by Step Instructions Sharing your Photo on **Twitter**



1. Log onto your Twitter Account.
2. Find the Feeding America Twitter account by clicking [HERE](#). Then find and click the blue “Follow” button.
3. Return to your personal Twitter page.
4. Click on the quill icon in the upper right hand corner of your profile page to “Compose a new Tweet”.
5. A text window for your new Tweet will pop up. Click on the option to “add a photo” and select your #SolveSeniorHunger photo to upload.
6. Twitter will then show you a thumbnail image of your photo.
7. Next, type one of the Suggested Tweets into the text box.
8. *Suggested Tweets can be found on Page 1.*
 - a. Tweets can be no more than 140 characters.
 - b. **IMPORTANT:** In order for your #SolveSeniorHunger photo to be tracked on our Feeding America Twitter feed, it is very important that you first *Follow* the [@FeedingAmerica](#) Twitter account (Step 2). When typing in your suggested tweet, [@FeedingAmerica](#) and [#SolveSeniorHunger](#) should appear as highlighted links.
9. Click “Tweet” in the lower right hand corner of the photo upload/text box and your #SolveSeniorHunger photo and Tweet will appear both on your Twitter Feed and Feeding America’s Twitter Feed.

OLDER AMERICANS MONTH 2015

Suggested Facebook Post and Tweet Copy to Accompany your Photo

Suggested Facebook Posts

1. May is Older Americans Month and I'm speaking up about senior hunger. Help me elevate the issue. 7 million seniors seek food assistance from the [Feeding America](http://www.FeedingAmerica.org) nationwide network of food banks. We all have a role to play and here are quick ways to help #SolveSeniorHunger throughout May: www.FeedingAmerica.org/SolveSeniorHunger
2. 1 in 12 seniors in our country are faced with the reality of hunger. Many of whom are living on fixed incomes that often force them to forgo things like food to pay for other items like medical care and prescriptions. Help me #SolveSeniorHunger and ensure seniors don't have to make these tough choices. Learn how here: www.FeedingAmerica.org/SolveSeniorHunger
3. Spread the word – it's time to #SolveSeniorHunger! Take a picture like we did and share it so others know that millions of seniors in our country are struggling to make ends meet and put food on the table. Instructions on how to take your pic here: www.FeedingAmerica.org/SolveSeniorHunger

Suggested Tweets

1. May is Older Americans Month & I'm speaking up for the 5.3MM seniors facing hunger. Follow [@FeedingAmerica](https://twitter.com/FeedingAmerica) this month to #SolveSeniorHunger.
2. 1 in 12 seniors in the US struggle w/ hunger. Elevate the issue w/ me & [@FeedingAmerica](https://twitter.com/FeedingAmerica) to #SolveSeniorHunger
3. I'm helping #SolveSeniorHunger! JOIN ME & [@FeedingAmerica](https://twitter.com/FeedingAmerica) by taking a pic w/a senior you know to elevate the issue.
4. It's the 50th Anniversary of the Older Americans Act—tell congress to support programs for seniors. Email ur rep: <http://bit.ly/1DNLfli>
5. Senior hunger = higher risk for chronic health issues. Help me & [@FeedingAmerica](https://twitter.com/FeedingAmerica) #SolveSeniorHunger--post ur pic to support!
6. Seniors facing hunger are 53% more likely to suffer a heart attack than food-secure seniors. Learn more: www.FeedingAmerica.org/SolveSeniorHunger

