OLDER AMERICANS MONTH

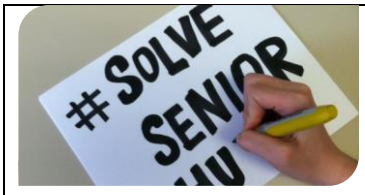
FEEDING AMERICA 2015

SOCIAL MEDIA

Get involved on social media in two main ways:

1. **Join the #SolveSeniorHunger photo/video awareness campaign**
2. **Elevate the issue and amplify your message with the suggested social copy, graphics and hashtags below**

JOIN #SOLVESENIORHUNGER

	**STEP 1: Make a sign with the handwritten hashtag #SolveSeniorHunger**
	STEP 2: Pose for a photo or record a video while holding your sign
	STEP 3: Share the photo or video on Facebook, Twitter or any social platform • Make sure to like the Feeding America Facebook page before you tag us so it can be tracked! Feeding America should appear as a highlighted link.
	STEP 4: When posting, consider using any of the suggested copy below with the hashtag #SolveSeniorHunger

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ELEVATE THE ISSUE

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 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 this month to #SolveSeniorHunger.

2. 1 in 12 seniors in the US struggle w/ hunger. Elevate the issue w/ me & @FeedingAmerica to #SolveSeniorHunger

3. I'm helping #SolveSeniorHunger! JOIN ME & @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 #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

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GET IN THE CONVERSATION

Include these hashtags and handle when possible, to get in the conversation and amplify your message:

#SolveSeniorHunger	#WeAreOAA	@FeedingAmerica
Feeding America's hashtag for Older Americans Month	Organizational Partner hashtag for support of the Older Americans Act	Feeding America's Twitter Handle Facebook Account