

Social media tips and examples: Arts and Aging Day Canada

September 24, 2020

Below you will find several tips and example social media posts your organization can use on Arts and Aging Day Canada to help celebrate the work being done in the arts. Don't be afraid to get creative, use these examples as a jumping off point, and create posts that reflect the arts activities in your organization.

Remember that visuals are key. Take photos of your arts-based activities and creations ahead of time. Talk to residents, volunteers, team members, and leadership to get quotes and ideas about what to share. Involving them in the process can be a fun way of getting to know more about them and can help engagement on social media. It's also important to ensure you have consent from residents/team members before taking and posting their image online. Your organization most likely has this consent already, but ensure before you post.

Looking to really highlight the arts in our organization? Create a short video of your activity, write a blog post or create a photo gallery to share on your social media channels. You can make your posts as simple or as detailed as you want.

Twitter

Remember, tweets can only be 280 characters long including links, so your content will need to be short and full of concise information and keywords. If you are sharing images, the maximum for a tweet is 4. If you are creating a video the max length is 2 minutes and 20 seconds. For more information about Twitter post limits, [click here](#).

Use the hashtag "#ArtsandAgingCA" in your posts so that others can find and share them easily.

You can also use other hashtags that highlight the importance of the arts, such as "#artsandaging", "#artsforall", "#artsacrossthelifespan", "#musicandaging", "#danceandaging", etc.

Example tweets:

Example 1:

The (NAME OF ORGANIZATION) Choir is joining in the fun on #ArtsandAgingCADay! Our choir meets every week to sing together, socialize and express ourselves through song. #ArtsandAgingCA

Social media tips and examples: Arts and Aging Day Canada

September 24, 2020

Example 2:

Check out the (TYPE OF ART) created by residents of (NAME OF ORGANIZATION) as part of our visual art program. Visual art can help residents who have issues with speech to express themselves in addition to many other therapeutic benefits.
#ArtsandAgingCA

Example 3:

Today is #ArtsandAgingCA Day! We are excited to celebrate the arts across (NAME OF ORGANIZATION). Check out our blog post about the arts activities and how our residents are involved in every step of the process. (LINK HERE)

Example 4:

Today I participated in an online art class! I love to be able to express my creativity and learn a new skill right in my own home! #ArtsandAgingCA

Facebook

Facebook is a great place to share gallery images and slightly longer stories. For more information about posting to Facebook, [click here](#).

Example 1:

Our residents recently spent an afternoon learning some new moves! Instructor (NAME) visited to teach us a few steps and get us moving. Dance classes can be a great way to encourage creativity and movement! Learn about our dance program and how to start your own here: INCLUDE LINK TO BLOG POST. #ArtsandAgingCA

Example 2:

The arts create new opportunities for connection across generations. This intergenerational music class brought together students and residents to learn about different kinds of drumming. #ArtsandAgingCA

Example #3:

This week I am taking some time for myself and beginning to paint the view from my front window. Painting has been a part of my life for many years and I am excited to continue to build on my skills! #ArtsandAgingCA

Social media tips and examples: Arts and Aging Day Canada

September 24, 2020

Other social media platforms

There are many different platforms that your organization may also use (e.g., LinkedIn, Instagram, Pinterest, etc.). Think about your audience for each platform and create content for those audiences. Here are some example posts for those different platforms.

LinkedIn

A site for professionals to connect. Try highlighting your recreation team members:

Example 1:

On #ArtsandAgingCA, we want to thank our amazing recreation therapist (NAME HERE). Thank you for all your hard work bringing the arts to our residents. Every day, we see the positive effects of arts programming and that wouldn't be possible without you!

Example 2:

I am a (JOB TITLE HERE) and I am proud to bring the arts to older adults in my community. The role of the arts is so important across our lifespan, and by sharing our creativity and community as we age, we can improve quality of life for everyone involved! #ArtsandAgingCA

Instagram

A site for sharing images and videos. Visuals are the most important part of posts on this platform. Consider sharing galleries of your residents' arts projects:

Example 1:

Creativity doesn't diminish with age. We know that when we look at the amazing art our residents have created. Here is a sample of projects created by our residents right here at (ORGANIZATION NAME) #ArtsandAgingCA

Example 2:

My virtual art class (CUSTOMISE FOR YOUR FAVOURITE ACTIVITY) at the seniors centre is about so much more than throwing pots! Being able to connect with

Social media tips and examples: Arts and Aging Day Canada

September 24, 2020

friends and create something beautiful together brings so much joy to my day.
#ArtsandAgingCA