

Sample Communications

Facebook Posts

The more casual style of social media platforms like Facebook presents a great opportunity to “frame to suit”—using tested frame elements in ways that let your organization’s voice shine without sacrificing the rigor of evidence-based messaging. These sample Facebook posts are annotated to highlight the framing strategies at work in each.

1 [Organization]
Published by [Name]

The Rokken Foundation just released its report on the top workplace innovations of 2016. Kudos to ABC Corp., which made Rokken’s list for its inventive approach to scouting talent among older members of the workforce. To make the most of the human potential all around us, communities need to advance inclusive policies that ensure older people have opportunities to contribute, too, and ABC Corp. is leading by example. Many older people are affected by ageism, or negative stereotypes about aging, and for those still in the workforce or seeking employment, these biases can be particularly damaging, making it difficult for them to find employment that uses their talents and experience. Age discrimination excludes older adults from participating fully and affects not only their livelihood and quality of life but also weakens our communities. Through a recruiting process that works with local aging-services agencies to attract a pool of older applicants, the ABC Corp. is doing its part to build a more just society while adding years of experience to its bench strength and creating an in-house mentoring pool for younger workers. As we live and work longer, we all need policies that support our wellbeing at every age. Read more about the inspiration for ABC Corp.’s enlightened practices at <http://www.rokkencommunityaward.org/workplaceinnovation2016>.

An opening appeal to the tested value, **Justice**, establishes why the issue is a matter of public concern. Beginning messages with a value primes people to think more productively about the information that follows, especially the collective nature of the problem and its solution.

Members of the public lack awareness of ageism—what it is, how it works, and what we can do to solve it. Taking time to explain ageism and its effects makes the problem visible and can help channel people’s thinking toward solutions.

Because people do not have a solid understanding of ageism, they have difficulty envisioning how to solve it. Offering a concrete example of a policy- or system-level solution is a strategic way to expand people’s knowledge of appropriate solutions.

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[Organization]
Published by [Name] ↻

It's the spectrum of color that makes rainbows so pretty—each color is associated with a different wavelength of light, and every color contributes to the whole. A rainbow without red (the longest) and violet (the shortest) just wouldn't be right. Our communities are the same: better when they include the full scope of our energy. When we overlook the contributions of older adults and young children, the energy in our communities is diminished. But the emergence of intergenerational community centers is changing that. As this article in *The Atlantic* illustrates (see link below), these inventive programs help turn the experiences and wisdom older people have accrued over a lifetime into a resource that helps power our neighborhoods. That enhances life for all of us. For example, children tend to build stronger social and emotional skills when they interact with older people, setting them up for a lifetime of good experiences. Creating ways to let older people's talents shine makes our communities complete—it's as simple as ROYGBIV. Read more at <http://www.theatlantic.com/education/archive/2016/01/the-preschool-inside-a-nursing-home/424827/>.



The Preschool Inside a Nursing Home

For the elderly residents, interacting with the kids is a jolt back to the world of the living. | TIFFANY R. JANSEN | JAN 20, 2016

This Facebook post plays with the **Building Momentum** metaphor by extending the idea of light as a form of energy, with people of all ages (“wavelengths”) contributing their talents to the whole. The metaphor of aging as a dynamic energy flow is woven into the post through cues such as “energy in our communities,” “emergence,” “a resource that helps power our neighborhoods,” and “letting their talents shine.”

The phrase “these inventive programs” is a subtle nod to the value of **Ingenuity**, which is reinforced in the last sentence, “Creating ways to let older people’s talents shine.”

The *Embracing the Dynamic* narrative reframes the aging process as a dynamic force that adds vital energy to our communities, which steers the public away from its negative perceptions of aging and toward more productive ways of thinking about the benefits of the experience and knowledge we acquire as we grow older.

Using a concrete example to illustrate the benefit of a proposed example helps build the public’s support.