

Sample Communications

Social Media

Imagine your organization wants to promote a report on communal living among older people. The report takes an in-depth look at a small community of older women who do not have a social network for a variety of reasons, but who decide to live together to address that absence. It includes details about their lives, including meal-sharing twice a week, their volunteer experiences, and contingency plans that include important financial and medical information. Even though it is not central to the report, your organization wants to highlight its implications for preventing elder abuse and neglect and to bring focus to what needs to be in place so these kinds of living arrangements may be made available to a wider range of older people. The good news is that these communications tasks can be accomplished in small spaces, even tweets!



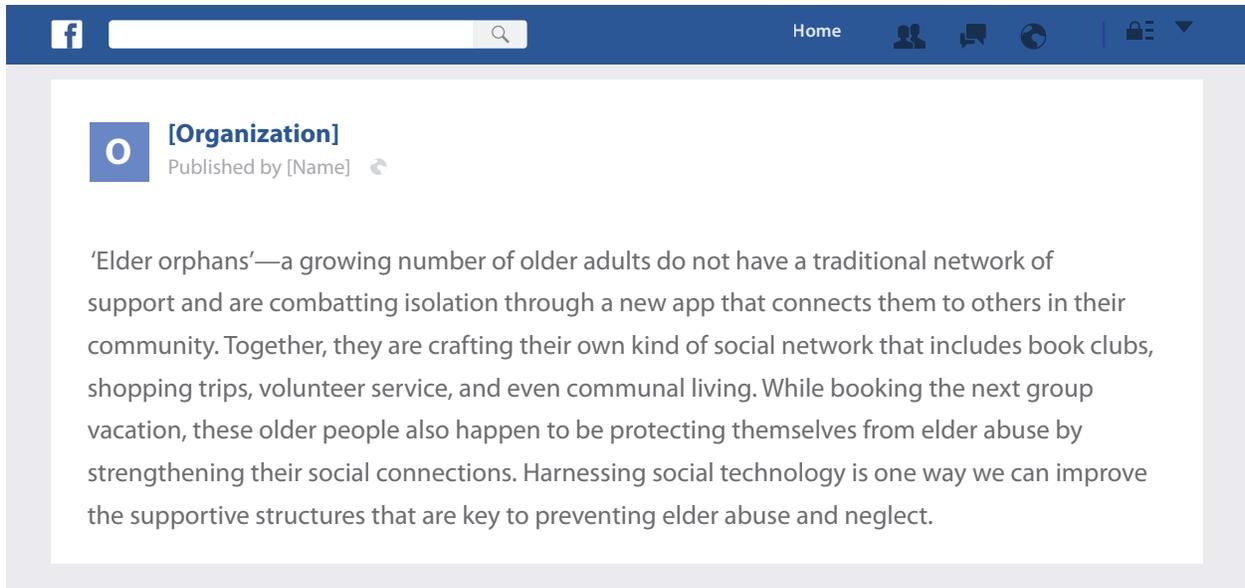
Sample Tweeter

When we build supports for older adults to age in community, we prevent elder abuse. See how “social joints” work: <https://bit.ly.url>



- The tweet uses the pronoun “we,” which turns the report from an interest story about a group of older women to a collective call to action about how our society can improve living conditions for older adults.
- The tweet uses the *Social Structure* metaphor to bring attention to the supports required for more older people to benefit from the advantages of communal living situations.
- By naming elder abuse and neglect and explaining how they can be prevented, the tweet brings greater awareness of this problem to the audience.

Your communications outreach can also be framed through Facebook. Here's a sample well-framed post based on the same report about communal living among older people:



- An explanatory chain is used here to help readers connect the reduction of isolation (action) to the prevention of elder abuse (consequence).
- Like the tweet, the Facebook post applies the *Social Structure* metaphor through cues like “networks” and relationships, both familial and social. The example of building a network (fictitious app aside) illustrates for the public that one solution to what is often portrayed as an otherwise hopeless social issue is to ensure that older adults have access to structural supports that help to keep them connected.

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