

#ELDERWISDOM

SOCIAL MEDIA TOOLKIT

June 2017





#ELDERWISDOM | INTRODUCTION

Throughout the month of June for Seniors Month we highlight #ElderWisdom encouraging Social Media users to share messages celebrating the Seniors in their Communities. Our goal of the campaign is to decrease ageism in our communities by highlighting the talents and wisdom in which Seniors have to offer.

Ageism

Ageism is a form of discrimination, particularly experienced by seniors. Our Elders have a great deal of wisdom to contribute to their communities. However, societal norms marginalize seniors, treat them with disrespect, make them feel unwelcome and otherwise generalize as if they were all the same.

Examples:

- Comedians and talk show hosts joke about seniors and memory loss;
- Doctors often talk past the senior patient to an adult child as if the senior wasn't even in the room;
- Younger adults mock seniors for being 'slow';
- Commercial ads depict seniors as out of date, and lacking knowledge about modern culture and technology

Ageism robs seniors of choice, independence, dignity and negatively impacts their quality of life. Lets all go to Social Media this June and celebrate the great things seniors have to offer by sharing #ElderWisdom

Social Media Components

- Sample Posts/Facebook Cover Photos
- Downloadable Images/Quotes

Questions?

If you have further questions about this campaign please email ted.mahy@schlegelvillages.com or visit elderwisdom.ca



#ELDERWISDOM | LOCATIONS

On June 6th, Seniors from across 16 Schlegel Villages will visit their local school to share #ElderWisdom with the youth in our communities. Each Senior will tell a story of wisdom followed by an opportunity to interact with the students.

Locations (June 6th)

Barrie | Bear Creek Secondary School

Brampton | Harold M. Brathwaite Secondary School

Burlington | MM Robinson Secondary School

Etobicoke | Scarlett Heights Entrepreneurial Academy

Guelph | Centennial CVI

Guelph | John F. Ross Secondary School

Hamilton | St. Jean de Brebeuf Catholic Secondary School

Kitchener | Huron Heights Secondary School

London | Saunders Secondary School

Mississauga | Loyola Catholic Secondary School

Mississauga | John Frazer Secondary School

Toronto | Alexander Muir/Gladstone Ave School

Waterloo | Cedarbrae Public School

Whitby | Donald A. Wilson Secondary School

Windsor | Walkerville Collegiate

Windsor | Sandwich Secondary School

Questions?

As these locations are within classes at the School, please email ted.mahy@schlegelvillages.com to learn how you can be involved.

Visit elderwisdom.ca for more information.



#ELDERWISDOM | SAMPLE POSTS

"You're never too old to begin again, to learn something each day, and to create yourself happy endings." #ElderWisdom

"Live each day not like an ending, but a new beginning" #ElderWisdom

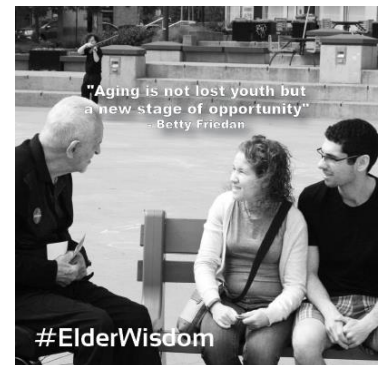
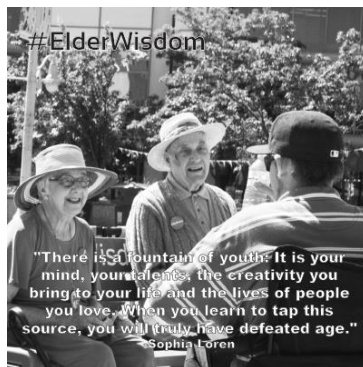
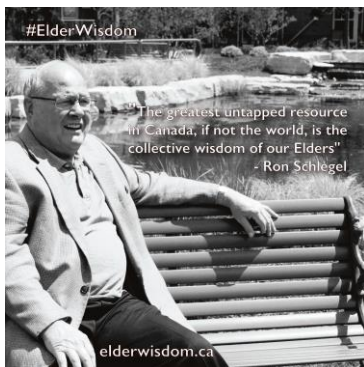
Listen to your Elder's advice, not because they are always right but because they have more experiences of being wrong. #ElderWisdom

"The best classroom in the world is at the feet of an elderly person." -
#AndyRooney #ElderWisdom

"Wisdom is the reward of experience and should be shared" –Unknown
#ElderWisdom

[Poster Download](#)

Click to download images to share on your social media





#ELDERWISDOM | SAMPLE POSTS

Cover Photos



Capture & Share #ElderWisdom this June.



Capture & Share #ElderWisdom this June.

Quotes

