



Social Media Toolkit

Thank you for supporting Falls Prevention Awareness Week 2020! This toolkit offers posts and images you can use to generate engagement and awareness via your social media profiles and email messages. Try to follow these best practices whenever you post:

- Use the @ sign on each social media platform to tag your and NCOA's social handles:
 - o Facebook: <https://www.facebook.com/ncoaging>
 - o Twitter: <https://www.twitter.com/ncoaging>
 - o LinkedIn: <https://www.linkedin.com/company/national-council-on-aging/>
- Schedule posts on each platform at times that your audience is most likely to see them.
- Use the #FallsFree hashtag on Twitter and LinkedIn to find other organizations and thought leaders talking about falls prevention.
- Adjust the posts below—or add new ones—that reflect what your organization will be doing to observe Falls Prevention Awareness Week 2020.

FACEBOOK

1. One thing wasn't changed by COVID-19: falling is NOT a normal part of aging. Observe Falls Prevention Awareness Week with a Falls Free CheckUp from @NCOAging. Use what you learn to reduce your risk of falling: ncoa.org/FallsFreeCheckUp [promo image]
2. Growing older doesn't mean falls are inevitable. Falls are preventable! Find out how by taking a Falls Free CheckUp from @NCOAging: ncoa.org/FallsFreeCheckUp [video is preferred asset for this post]
3. Staying healthy and strong at home includes preventing falls. Know your risks and how to reduce them by taking a Falls Free CheckUp from @NCOAging, then share and discuss it with friends and family! ncoa.org/FallsFreeCheckUp [image as asset]

TWITTER

1. Help older adults live without fear of falling. Observe Falls Prevention Awareness Week by sharing @NCOAging's #FallsFree CheckUp, a new resource for reducing fall risk. ncoa.org/FallsFreeCheckUp [video is preferred asset]
2. One thing wasn't changed by #COVID19: falling is NOT a normal part of aging. Observe Falls Prevention Awareness Week by sharing @NCOAging's #FallsFree CheckUp tool: ncoa.org/FallsFreeCheckUp [promo image]
3. Observe Falls Prevention Awareness Week by reminding older adults that falls are preventable! Encourage your clients to take a #FallsFree CheckUp from @NCOAging: ncoa.org/FallsFreeCheckUp [image asset]
4. Staying healthy and safe at home includes preventing falls. Help older adults know and reduce their risk by taking a #FallsFree CheckUp from @NCOAging: ncoa.org/FallsFreeCheckUp [image asset]
5. Falls put millions of older adults in the hospital each year. The risk of #COVID19 makes being #FallsFree more important than ever. Encourage older adults to use NCOA's free tool to reduce their risk of falling: ncoa.org/FallsFreeCheckUp [image asset]



LINKEDIN

1. Help older adults live without fear of falling. Observe Falls Prevention Awareness Week by sharing the @National Council on Aging's #FallsFree CheckUp, a new resource for reducing fall risk. ncoa.org/FallsFreeCheckUp [video is preferred asset]
2. Observe Falls Prevention Awareness Week by reminding older adults that falls are preventable! Encourage your clients to take a #FallsFree CheckUp from the @National Council on Aging: ncoa.org/FallsFreeCheckUp [video is preferred asset for this post]
3. Falls put millions of older adults in the hospital each year. The risk of #COVID19 makes being #FallsFree more important than ever. Encourage older adults to use the @National Council on Aging's free tool to reduce their risk of falling: ncoa.org/FallsFreeCheckUp [image asset]

EMAIL

For professionals:

Subject: Remind older adults that staying #FallsFree is part of aging well

Body: COVID-19 has changed a lot of things, but one has stayed the same: Falling is NOT a normal part of aging. Join us the week of Sept. 21-25 in a nationwide effort to prevent falls among older adults. Share the online Falls Free CheckUp tool from the National Council on Aging, which gives people a personalized look at their risk factors and explains how to address them. It's a nice way to reach out and show someone cares about the health and independence of older adults!

Link: [Share a Falls Free CheckUp](#)

For older adults/caregivers:

Subject: Get Your Falls Free CheckUp!

Body: COVID-19 has changed a lot of things, but one has stayed the same: Falling is NOT a normal part of aging. Join us the week of Sept. 21-25 in a nationwide effort to prevent falls. Use the new #FallsFree online CheckUp tool from the National Council on Aging to get a personalized look at your risk factors and how to address them. Then spread the word to friends and family. It's a nice way to reach out and show you care!

Link: [Start your Falls Free CheckUp](#)