

**MEMO**



To Exhale, the Family Caregiver Initiative  
From Crowley Webb  
Date 9/27/22  
Re Exhale, the Family Caregiver Initiative, Copy Ideas for Grantees' Social Media Channels

The ideas presented below are considered thought starters for potential feed posts from the project's own Facebook, Instagram, and Twitter channels (if applicable). Note that the language can and should be tweaked according to the project's voice, overall mission, etc. The ideas include both evergreen and seasonal pulsepoint copy.

**Evergreen Post(s)**

**[Facebook and Instagram Feed]**

- [PROJECT] was created with caregivers of older adults, and their loved ones, in mind. That's why through [PROJECT], we look to provide you with undeniable support from [ACTIVITY] to [ACTIVITY]. To learn more, visit [PROJECT WEBSITE]. #caregiving
- Have you taken time out for yourself lately? With [PROJECT], we offer caregivers of older adults and their loved ones a much-needed break via [ACTIVITIES]. Check out more at [PROJECT WEBSITE]. #caregiversupport
- If you're one of the 53 million individuals in the US providing unpaid care for an older relative or dear friend, we're here to help. Visit [PROJECT WEBSITE] or contact [CONTACT INFO] to learn more about our initiative that works to help caregivers relieve stress, manage their time, enjoy a new weekly routine, or just take a break.
- [PROJECT] is proud to be part of the 2022 Exhale, the Family Caregiver Initiative. To learn more about this program, visit [exhaleforcaregivers.org](https://exhaleforcaregivers.org). #caringforcaregivers

**[Twitter Feed]**

- [PROJECT] was created with you, the caregiver, and your loved one in mind. That's why through [PROJECT], we look to provide undeniable support from [PROGRAM ACTIVITY] to [PROGRAM ACTIVITY]. Learn more at [WEBSITE]. #caregiving
- Have you taken time out for yourself lately? With [PROJECT], we offer caregivers of older adults and their loved ones a much-needed break via [ACTIVITIES]. Check out more at [PROJECT WEBSITE]. #caregiversupport
- If you're one of the 53 million individuals in the US providing unpaid care for an older relative or dear friend, we're here to help. Visit [PROJECT WEBSITE] or contact [CONTACT DETAILS].
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**October Post(s)**

**[Facebook and Instagram Feed]**

- As we enter the colder months, this season can lead to more challenges for local caregivers. Through [PROJECT], we work to help caregivers of older adults with [TRANSPORTATION, CLEANING, ENTERTAINMENT, ETC.]. Visit [WEBSITE] or contact [CONTACT INFO] to get involved. #caregiving

**[Twitter Feed]**

- As we enter the colder months, this season can lead to more challenges for local caregivers. Through [PROJECT], we work to help caregivers of older adults with [TRANSPORTATION,

CLEANING, ENTERTAINMENT, ETC.]. Visit [WEBSITE] or contact [CONTACT INFO] to get involved. #caregiving

### **November: National Family Caregivers Month Post(s)**

#### **[Facebook and Instagram Feed]**

- November marks #NationalFamilyCaregiversMonth, which recognizes and honors family caregivers across the country. Who do you want to honor this year? Tag in the comments below. #NFCM
  - *\*Note that we recommend engaging with commenters by expressing gratitude with a simple, “Thank you for all that you do, [NAME]!”*

#### **[Twitter Feed]**

- November marks #NationalFamilyCaregiversMonth, which recognizes and honors family caregivers across the country. Who do you want to honor this year? Tag in the comments below. #NFCM
  - *\*Note that we recommend engaging with commenters by expressing gratitude with a simple, “Thank you for all that you do, [NAME]!”*

### **November/December: Holiday Post(s)**

#### **[Facebook and Instagram Feed]**

- The holidays can be a difficult time of year for you and your loved one. With [PROJECT], we're here to bring more cheer into your home and into your daily life. Learn more at [PROJECT WEBSITE] on how to get involved in local respite opportunities. #respitecare
- This year, and every year, we're thankful for #caregivers of older adults around the world. Especially to those in [CITY], we're here for you. #appreciationpost

#### **[Twitter Feed]**

- The holidays can be a difficult time of year for you and your loved one. With [PROJECT], we're here to bring more cheer into your home and into your daily life. Learn more at [PROJECT WEBSITE] to get involved in local respite opportunities. #respitecare
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### **Additional Post Ideas/Considerations**

- Once your program kicks-off, we recommend taking pictures showcasing events, activities, patient spotlights, etc., and sharing on social channels (with participants' permission to post). In the same post, we also recommend when participants can join in on the next opportunity.
- Engagement is key! Make sure to engage with individuals that comment (as appropriate) – whether that is simply a “like” or “favorite” or a responding to a commenter asking a question.
- We also recommend sharing articles on social media from notable news sources and news accounts on matters related to the caregiving space (i.e., “[A crisis of care: We are not ready for the skyrocketing need for caregivers, says sociologist.](#)”)

### **Hashtags to Consider**

- #Caregiver
- #Caregivers
- #CaregiverSupport
- #Caregiving
- #CaregiverAnd (official hashtag for National Family Caregivers Month)
- #CaregiverMonth
- #NFCMonth
- #FamilyCaregiver
- #Respite
- #RespiteCare

### **Advocacy-Related Accounts to Follow on Social Media**

*\*Recommend following, retweeting, resharing, and finding information from these notable caregiving-related sources\**

- [Caregiver Action Network:](#)
  - Facebook: [@CaregiverActionNetwork](#)
  - Instagram: [@caregiveraction](#)
  - Twitter: [@CaregiverAction](#)
- [Family Caregiver Alliance](#)
  - Facebook: [@FamilyCaregiverAlliance](#)
  - Twitter: [@caregiverally](#)
- [Administration for Community Living](#)
  - Facebook: [@aclgov](#)
  - Twitter: [@aclgov](#)