

Social Media Guide

The following social media guidance offers an overview for how best to share your organization's participation in StrongerMemory on your social media channels. By following these quick and easy tips, you can help build a community of engagement online that raises the profile of your efforts to promote brain health for older adults in your area.

Add Your Voice to the Larger Conversation on Brain Health

These actions will add your voice to the brain health conversation on social media:

- Follow the [StrongerMemory Facebook Page](#)
- Tag [Goodwin Living](#) (@goodwinliving) and the [StrongerMemory](#) (@StrongerMemory) Facebook pages in your posts
- Share, comment on, and “like” content from others using StrongerMemory
- Follow the social media handles of others using StrongerMemory
- Use the StrongerMemory graphic in your posts (see jpeg on page 54)
- Announce your participation in StrongerMemory

Sample Post:

- o We're excited to announce the launch of @goodwinliving StrongerMemory program, hosted by [ENTER NAME OF YOUR ORGANIZATION] in [ENTER NAME OF CITY AND/OR COUNTY]! The brain health program consists of simple daily activities to engage the working memory & trigger brain activity for those with mild cognitive impairment or early-stage dementia. Learn more at [StrongerMemory.org](#). #StrongerMemory #BrainHealth #MarylandAging

Have Fun with Your Content | Sustain Interest in Your Efforts

Raise your profile by posting consistently (with content variety) about the program and the progress of your older adults using StrongerMemory. Have fun and celebrate the progress of participants in your organization's unique voice! Types of content to promote over time:

- Track and celebrate participant levels and milestones
 - “After just 3 months, we're pleased to announce we have 30 more StrongerMemory participants excited to strengthen their brain health!”

- Recognize any brain health events or holidays you discover online, such as
 - Alzheimer’s and Brain Awareness Month (June 2022)
 - Brain Awareness Week (July 18 - July 29, 2022)
 - World Alzheimer’s Month (September 2022)
- Highlight participant testimonials and stories
- Engage your audience with writing prompts from the StrongerMemory workbooks
- Make funny math puns (search online for inspiration)
 - Example: Why do plants hate math? Because it gives them square roots!
- Give insightful “DidYouKnow” brain health facts (see StrongerMemory Fact Sheet for ideas). Here is an example from the state of Maryland; you can use similar data from your state:
 - #DYK that 10% of Maryland adults age 44 and better have experienced symptoms of cognitive decline? Learn how you can delay symptoms of cognitive decline by visiting [StrongerMemory.org](https://www.strongermemory.org). #StrongerMemory #BrainHealth #MarylandAging

Social Media Best Practices

- **Include engaging photos** of participants doing StrongerMemory exercises (secure their permission in advance)
- **Use relevant hashtags in every post**, especially #StrongerMemory #BrainHealth #SeniorLiving and others in your state (capitalizing each word)
- **Write Calls to Action** in your posts, like “Learn More at StrongerMemory.com” to get your audience involved
- **Schedule and calendar** your content to remain consistent
- **Promptly engage with your audience** when they comment on and share your content (avoid templated responses for each post)
- **Replicate success** by tracking the engagement on your content
- **Avoid repeating the same messages** across your different social media platforms. Creating a new message for every network and post keeps your content fresh and captures more interest.

StrongerMemory JPEG:

