



NATIONAL HONOR OUR  
LGBT ELDERS DAY  
*For Creating the Path & Leading the Way*

**#LGBTEldersDay**

## Digital and Social Media Toolkit

5.16.2017

# Follow #LGBTEldersDay

Everyone and anyone, from all walks of life, is welcome to get involved in celebrating, protecting, and commemorating LGBT Elders in a way that is meaningful to them. From fundraising to volunteering, National LGBT Elders Day is a great way to connect with your community.

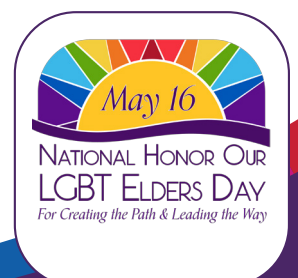


## How to get started

Join the movement, download the toolkit, browse resources, reference additional resources and connect with other organizations!

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You are the key to making this movement a reality.  
Here are some tools to help you get started!



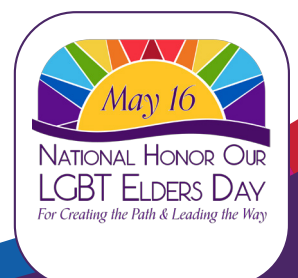
# Social Media Tips

Celebrate protect and commemorate our LGBT Elders.

- Like Us on Facebook  
[www.facebook.com/LGBTEldersDay](http://www.facebook.com/LGBTEldersDay)
- Post your photos and tag #LGBTElderSelfie on Instagram
- Share your videos on Facebook! Tag #LGBTEldersday
- Email us anytime to share stories & content:  
[lgbt@ChaseBrexton.org](mailto:lgbt@ChaseBrexton.org)
- Download our resource guides at [elder.lgbt](http://elder.lgbt) for tips on how to honor your community's LGBT elders!



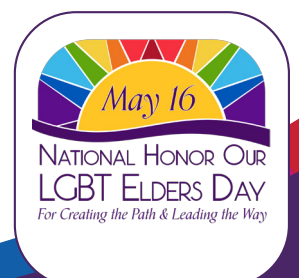
**#LGBTElderSelfie**  
**#LGBTEldersDay**  
**@LGBTEldersDay**



# Social Media Messages

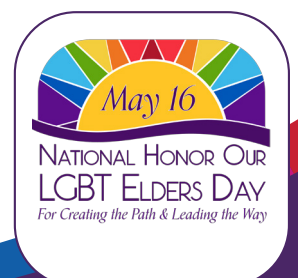
Messages & posts for talking to press, your staff, community leaders, donors, or volunteers (to be used on Facebook or Instagram)

- Celebrating LGBT elders, who through everyday authenticity or activism, have helped improve the lives of all LGBT people. **#LGBTEldersDay**
- Are you part of **#LGBTEldersDay**? It's a global day of recognition for LGBT Adults everywhere.
- Save the date! **#LGBTEldersDay** is coming up. How will you give?
- Bring Awareness, reach out, connect with LGBT Elders everywhere for **#LGBTEldersDay**
- You can get involved! 5/16 is **#LGBTEldersDay**, it's time to honor the **#LGBTElders** in your life
- Join us in celebrating the contributions of our LGBT elders, who whether quietly or in the spotlight, have made a positive impact on the broader acceptance and rights our community enjoys today. **#LGBTEldersDay**



# Social Media Messages

- **#LGBTEldersDay** celebrates the importance of honoring LGBT older adults and their contributions to our organizations and communities around the world.
- National**#LGBTEldersDay** unifies LGBT communities, and helps the world gain knowledge of best practices for overcoming institutional obstacles as well as individual barriers to implementing LGBT programming into an organization.
- Give time, money, and your voice to make a difference this 5/16 **#LGBTEldersDay** *[add organization and donation link here]*
- Give time, money, and your voice – give what you can to support National LGBT Older Adults on **#LGBTEldersDay**
- Join the movement; share your story and be part of **#LGBTEldersDay**
- Tell your story – Make a difference this 5/16 **#LGBTEldersday**



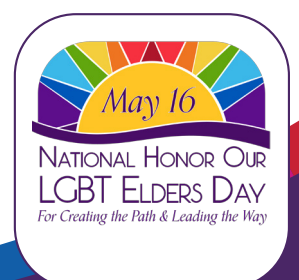
## Tweet

Use these sample tweets to get your followers involved in #LGBTEldersDay.

- May 16—Join the movement; be part of **#LGBTEldersDay**. Visit <http://Elder.lgbt> for more info.
- Show respect to our LGBT Elders. **#LGBTEldersDay** is a day of empowerment to raise awareness for LGBT seniors—<http://elders.lgbt> **#ElderPride**
- Mark your calendars! 5/16 is coming soon. How will you support your **#LGBTElders?** Visit <http://elders.lgbt> to learn more. **#LGBTEldersDay**

## Hashtags

#NationalHonorOurLGBTEldersDay #NationalLGBTEldersDay  
#LGBTEldersDay #LGBTElders #LGBTElderSelfies  
#SeniorPride #ElderPride #ElderAdvocacy

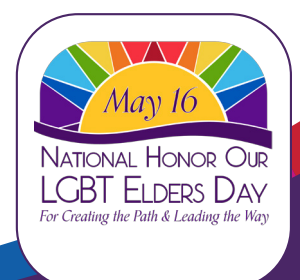


# Whats Your Story?

Record/tell your story: The **#LGBTElderSelfie** or selfie hashtag, is a powerful and meaningful way to tell your story.

## How do I #LGBTElderSelfie?

1. Take a “selfie” with a caption (or have it written in the picture) explaining your story about your experiences being an LGBT Elder or being influenced by an LGBT Elder
2. Always use the hashtags and **#LGBTEldersDay**
3. Post it on Instagram, Facebook and/or Twitter and share with friends!



# Get Involved Today!

## How to get involved?

- Work with **SAGE**, Services & Advocacy for GLBT Elders: The world's oldest and largest non-profit agency dedicated to serving lesbian, gay, bisexual and transgender older adults. Visit their website [sageusa.org](http://sageusa.org) or email [info@sageusa.org](mailto:info@sageusa.org)
- Learn more about LGBT Elders from The National Resource Center on LGBT Aging: [lgbtagingcenter.org](http://lgbtagingcenter.org)
- Volunteer, Collaborate and Get Social! (Digital story-telling)
- **Questions or Ideas?**  
Email The LGBT Health and Resource Center at [lgbt@ChaseBrexton.org](mailto:lgbt@ChaseBrexton.org)



For more info and resources, visit [elder.lgbt](http://elder.lgbt).

