#

# Senior SNAP

# Enrollment Initiative

# *Sample Social Media*

# *Messages for Grantees*

May – July 2017



# May

*Theme: Healthy Eating Lets You #AgeOutLoud*

#### Facebook posts

* Creativity and discovery aren’t only activities for the young, but seniors can’t be at their best when they’re malnourished! Encourage seniors to use SNAP as a way to maintain an active lifestyle. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Turn Older Americans Month into a reminder that SNAP helps seniors #AgeOutLoud. When seniors get the food they need and deserve, they live happier, healthier lives! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* #SNAP is a vital part of helping #seniors live happy, healthy lives. #AgeOutLoud [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)
* Older Americans Month reminds us that seniors can only #AgeOutLoud if they are #food secure! #SNAP helps. [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)
* Helping #seniors apply for #SNAP is a step toward helping them take charge of their health and their budget: [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP) #AgeOutLoud

# June

*Theme: SNAP Helps Seniors Eat in the Summer Heat*

#### Facebook Posts

* Many seniors care for grandkids during summer months when school is out but parents are still working. SNAP can help older adults absorb that pressure on their budgets! Tell seniors to update the information on file with the state agency managing SNAP and see if they qualify for higher benefits: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Utility bills rise with the summer heat. Seniors trying to stay cool have to find room in their budget for the increased expense. Spread the word that SNAP can help by providing more money for groceries! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* Utility bills rise with the summer temperatures. #SNAP can help #seniors accommodate this expense in their budgets! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Some #seniors become caretakers for grandkids during Summer break. #SNAP can ease the financial pressure that brings: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Whether eating inside w/ the air conditioning, or outside w/ the grill, #seniors can us #SNAP to afford groceries: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# July

*Theme: SNAP Helps Seniors Stay Independent*

#### Facebook posts

* Staying independent as you age starts with the health that a reliable and nutritious diet provides. SNAP helps older adults put food on the table by expanding the budget available for groceries: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Many seniors don’t know they’re missing out on a program that could help them stay active and independent. Tell everyone that SNAP provides eligible households money for groceries, freeing up money for other important things! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap).

#### Twitter posts

* #Seniors struggle to stay independent without regular access to nutritious food. #SNAP ensures they don't go hungry: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* 3 out of 5 eligible #seniors don’t enroll in #SNAP. Remind them they're missing out on an important financial tool: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Do the #seniors you talk to know that using #SNAP doesn’t take it away from someone else? Remind them: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)