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# Senior SNAP

# Enrollment Initiative

# *Sample Social Media*

# *Messages for Grantees*

August-October 2017



# August

*Theme: The Hottest Season for Nutrition*

#### Facebook posts

* The dog days of Summer are here, and that often means utility bills spike as people cool their homes. Don’t let that eat into your food budget! Millions of seniors across the country use SNAP to afford food each month. Learn more about this important program: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Summer heat makes you sweat, but your grocery bills shouldn’t! Each month, older adults across the country use SNAP to make sure their household budget can keep them healthy. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* Don’t let #summer utility #bills prevent you from affording food! Let SNAP provide budget relief: [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)
* Older adults shouldn't feel the heat in the grocery store checkout line! Encourage them to use #SNAP to afford food: [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)
* Many older adults watch over grandkids while school's out for summer, adding pressure to #food budgets! #SNAP helps: [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)

# September

*Theme: Falls Prevention, Grandparent’s Day, and Malnutrition*

#### Facebook Posts

* Most people don’t realize that nutrition and falls prevention go hand-in-hand. SNAP helps seniors afford the food they need to stay healthy and strong. That’s important when they need to stay steady on their feet! Learn more about SNAP: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Sept. 18-22 is Malnutrition Awareness Week. SNAP helps prevent and manage chronic diseases and falls, which often accompany malnutrition. Spread the word about this important program, which supports millions of seniors each month! #MAW2017 [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* September is Malnutrition Awareness Month! Remind #seniors there’s help for their food budgets: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap) #MAW2017
* Where does #SNAP fit in falls prevention efforts? By keeping #seniors healthy & strong: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap) #FPAD2017
* #SNAP makes sure budget isn't an obstacle to the #nutrition older adults need to keep up with their grandkids! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# October

*Theme: There’s Nothing Scary About SNAP*

#### Facebook posts

* 73% of seniors receiving SNAP get $50 or more each month for their groceries. Don’t let the application scare you away! Ask a local expert to help. Learn more about SNAP, and then contact your local Area Agency on Aging if you’d like help with the paperwork: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Only 3 out of 5 eligible seniors are enrolled in SNAP, and others are getting less than they probably should because of inaccurate or incomplete paperwork. Have a friend or family member you trust help you apply for SNAP or fix the info in your file. It could mean you get more from the program each month. Learn more about SNAP: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap).

#### Twitter posts

* 73% of #seniors receiving #SNAP get $50 or more each month for food. Don’t let the application scare you away! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* The #senior #SNAP gap is scary! Only 3 out of 5 eligible older adults are enrolled in the program. Change that: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Remind older adults to get help from local benefits experts so their #SNAP applications are complete & accurate: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)