#

# Senior SNAP

# Enrollment Initiative

# *Sample Social Media*

# *Messages for Grantees*

December 2017 – February 2018



# December

*Theme: SNAP is There For You*

#### Facebook posts

* If you live on a fixed income, it’s important to know there are ways to keep up with the cost of living. An important program called SNAP helps millions of seniors pay for their food, and make room in their budgets for other expenses. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Health is the foundation of your independence as you age. A healthy diet is a big part of that! Encourage older adults to apply for SNAP, a that helps people afford groceries and stay financially secure. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Resolving to save more money in 2018? Look to benefits programs like SNAP to help make more room in your budget. Millions of seniors already use it! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* A fixed income shouldn’t prevent seniors from making ends meet. Encourage older adults to apply for #SNAP, and help them live healthy, independent lives. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* You don’t have to face an emergency to need a little help. #SNAP ensures millions of #seniors afford food. Learn more about the program here: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Are you determined to save money in 2018? #SNAP can add money to your monthly food #budget. Find out how to apply today. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# January

*Theme: Keep Your Budget Warm with SNAP*

#### Facebook posts

* Winter is here, which means nutrition is even more important for older adults. SNAP helps make groceries affordable, especially if you’re living on a fixed income. Find out how to apply in your state. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Don’t let the cold weather freeze your budget, too. SNAP helps you afford groceries with a monthly benefit you can use on food you cook. Apply today, and learn more about other benefits you may qualify for. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Your New Years resolution to save more money is something you don’t have to work on alone! Benefits programs like SNAP help you afford necessities so you can put more money into savings, pay your winter heating bills, or have a healthier diet. Applying for SNAP is free. Find out if you qualify and download an application today. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* Cold weather puts older adults at higher risk for illness, and can inhibit their mobility! Fighting back with a nutritious diet is essential, and #SNAP helps #seniors afford their groceries. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Don’t let Winter freeze your budget! #SNAP makes it easier to afford food. The money you save can go towards other necessities. Apply today! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* How is your New Years resolution to save more money going? You don’t have to work on it alone! Benefits like #SNAP help you afford groceries, freeing up money for other needs. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# February

*Theme: SNAP is Your Perfect Match*

#### Facebook posts

* No matter whether the groundhog sees his shadow or not, you should consider SNAP. Millions of seniors already use it to afford more nutritious groceries each month, but 40% of eligible seniors still aren’t enrolled. Applying is free! Get your state’s application today. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* There’s plenty to love about SNAP, the nutrition assistance program that gave single seniors an average of $106 in 2016. Find out if you’re qualified for this important program. It costs nothing to apply! If you’ve applied before, you can always try again, especially if your circumstances have changed. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Roses and chocolates are sweet, but so is telling your friends and family about SNAP. When they learn about the ways it keeps them financially secure by making food affordable, they know you really care. Download the application for your state today. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* Whether the groundhog sees his shadow or not, older adults should consider #SNAP! 40% of eligible #seniors aren’t enrolled, but applying is free. Get your state’s application here: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* There’s plenty to love about #SNAP! In 2016, the program gave single seniors an average of $106 per month. Find out if you’re qualified; applying is free! [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Want to really show someone you care? Tell them about #SNAP, a program that keeps people financially secure by helping them afford #food. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)