#

# Senior SNAP

# Enrollment Initiative

# *Sample Social Media*

# *Messages for Grantees*

March – May 2018



# March

*Theme: Grow With SNAP*

#### Facebook Posts

* SNAP helps older adults make their household budget fit their needs. No more choosing between paying bills, buying medications, and eating—keep your clients aging well by encouraging them to enroll in SNAP. Get started here: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* More than 50% of eligible seniors are NOT enrolled in SNAP. That’s a lot of household budgets that could grow with the program’s support! Helping older adults be thorough with their applications can help improve participation in this vital program. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

#### Twitter posts

* #SNAP helps #seniors make their household #budgets fit their needs. No more choosing between the things they need! Get started enrolling them in SNAP today: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* National #Nutrition Month reminds us of the connection between #health and food. #SNAP helps #seniors eat right: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* #SNAP is designed to help! Encourage people to join the 4 million older adults already enrolled: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# April

*Theme: Time To Revise Your Budget*

#### Facebook posts

* Tax season is when everyone starts rethinking their budgets. Seniors often have the added complication of managing life on a fixed income. SNAP is an important program available that helps older adults relieve some pressure on their wallets by making it easier to afford food. Learn more: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* It’s not easy to manage a budget when the cost of living goes up, but your income stays the same. Thankfully, seniors can turn to programs like SNAP to help them afford food without making cuts somewhere else. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap).

#### Twitter posts

* Don’t let a fixed income hold you back! Apply for #SNAP, and see if you qualify for a program that helps you save. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Seniors’ budgets deserve some relief. Apply for #SNAP, and get help paying for #food. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* After seeing your tax return, are you determined to save money in 2018? #SNAP can provide more money for food: [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)

# May

*Theme: Eat Well at Every Age*

#### Facebook posts

* Older Americans Month shines a spotlight on what it takes to age well in America. Health is a key component of staying independent and active, and that starts with eating nutritious food. SNAP helps older adults afford the food they need—get them enrolled with this online resource. [BenefitsCheckUp.org/getSNAP](http://www.benefitscheckup.org/getsnap)
* Turn Older Americans Month into a reminder that SNAP helps seniors #EngageAtEveryAge. 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. #EngageAtEveryAge [www.BenefitsCheckUp.org/getSNAP](http://www.BenefitsCheckUp.org/getSNAP)
* Older Americans Month reminds us that seniors can only #EngageAtEveryAge 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) #EngageAtEveryAge