



KNOW ABUSE REPORT ABUSE

ELDER AND DEPENDENT ADULT ABUSE AWARENESS

Elder and Dependent Adult Abuse Awareness

Sample Social Media Content

This is your Elder and Dependent Adult Abuse Awareness Social Media Content Guide. The purpose of the guide is to give you a strong foundation of content that can be used all year long for awareness outreach.

In this guide you will find:

- ['How-to' guide for pinning Facebook and Twitter posts](#)
- [Sample Tweets to elected officials](#)
- [Posts announcing the Elder and Dependent Adult Abuse Awareness Campaign](#)
- [Posts for events submitted by AAAs and partner organizations](#)
- [General campaign Facebook and Twitter posts](#)
- [Contact information: CA State Legislature](#)

Our campaign hashtag is:

#kNOwAbuseReportAbuse

Other campaign hashtags include:

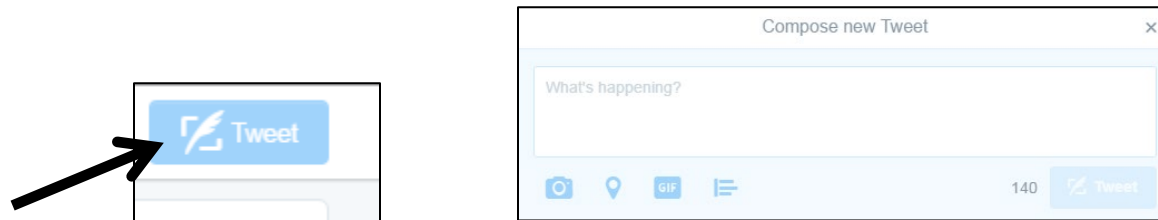
#StopElderAbuse ♦ #AreaAgencyOnAging

Since one of our primary campaign goals is to increase reporting for elder and dependent adult abuse, we want to make it as easy as possible for people to report. To help with this, we suggest you 'pin' a Facebook post and Twitter tweet to the top of your organization's feed, including the campaign logo and your local reporting hotline number(s).

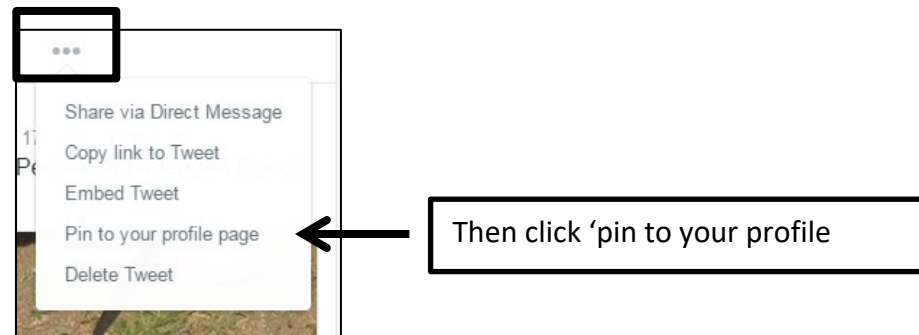


How to Pin a Tweet on Twitter

Once logged into your Twitter account, click the 'tweet' icon in the upper right corner of your screen, and then compose your tweet



Once you've tweeted, you then click on the tweet you'd like to pin to your profile. From there, click the three dots in the lower right corner of the tweet.



Then click 'pin to your profile'

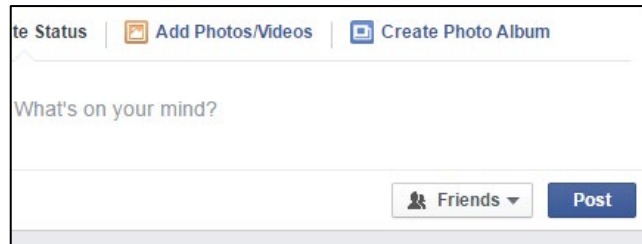
You will then have a pinned tweet to your Twitter profile page! This tweet will appear at the top of your profile to all your followers and those who visit Twitter profile.



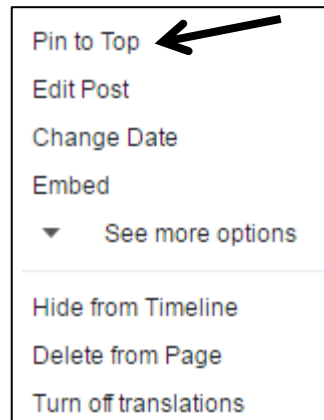
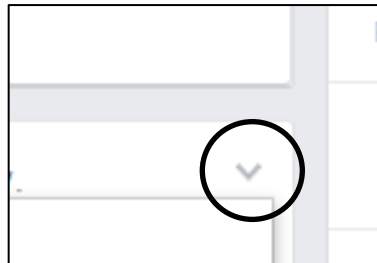


How to Pin a Post on Facebook

Once logged in to Facebook, compose your post in the white box at the top of your screen and click 'post'

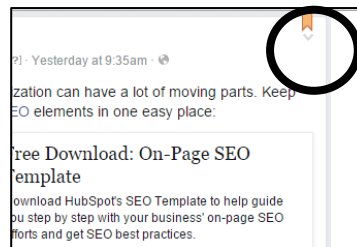


Once your post has been posted to your profile page, then click the small arrow in the top right corner of your post.



Then click 'Pin to Top'

Your post is now pinned to the top of your profile page and will show the symbol below!












SAMPLE TWEETS TO ELECTED OFFICIALS

- [@Asm_Nazarian](#), as the older population in America continues to grow, it is essential to recognize and report #ElderAbuse.
- [@SenToniAtkins](#), who is at risk for #ElderAbuse? Elder abuse affects seniors across all socio-economic groups, cultures, and races.
- [@Rendon63rd](#), let your constituents know where they can report suspected #elder & dependent adult abuse. <http://bit.ly/2ctLZb8>
- [@Evan_Low](#), elder abuse is significantly underreported. For every known case, 24 are unknown #kNOwAbuseReportAbuse <http://bit.ly/2rWeAMn>

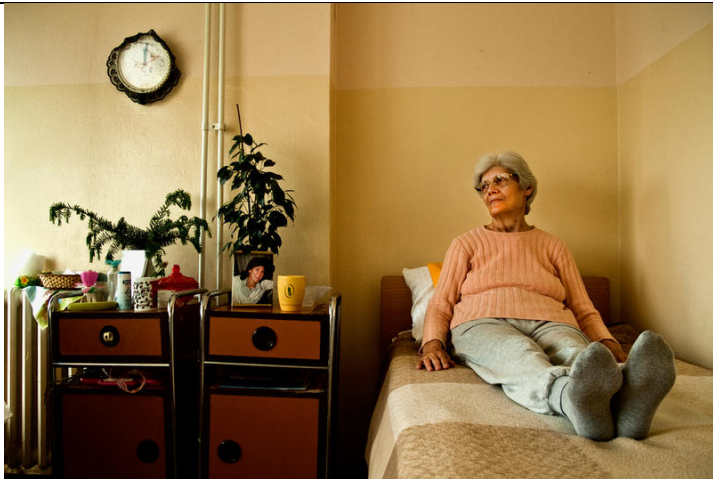
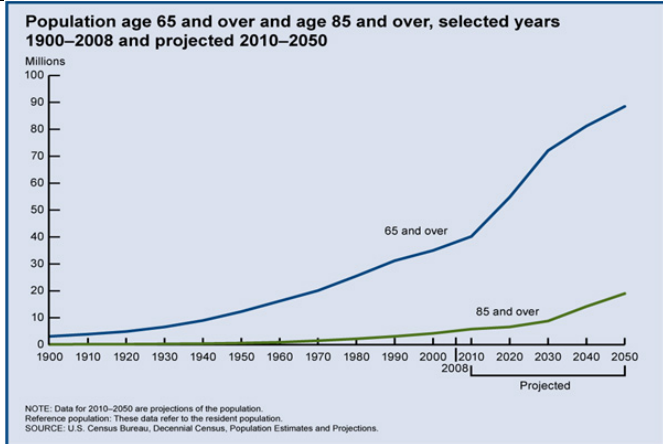

A few tips:


- To avoid having everyone post the same content on the same days, please make sure you randomize the non-date specific content in the bank below
- Don't forget to retweet and share posts from partner orgs and other AAAs
- When reaching out to elected officials, thought leaders, and other organizations on Twitter, make sure to place a period '.' in front of the Twitter handle (.@)

| POSTS ANNOUNCING THE CAMPAIGN | | |
|--|---|--|
| Facebook | Twitter | Photo |
| Help us bring awareness to elder and dependent adult abuse this year. Stay in the kNOw by 'liking' us on Facebook and following us on Twitter for the latest info and to learn about events in your county. | Help us bring awareness to elder and dependent adult abuse this year. For the latest info in your county, follow us! #kNOwAbuseReportAbuse |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| Agencies and organizations from across the state are working together to raise awareness for elder and dependent adult abuse. Join us as we educate Californians about the various types of abuse and where to report suspected abuse. http://bit.ly/2rWeAMn #kNOwAbuseReportAbuse | Join organizations around the state in our quest to #kNOwAbuseReportAbuse. http://bit.ly/2rWeAMn |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| Report suspected abuse in (name of county here) by calling INSERT HOTLINE #kNOwAbuseReportAbuse | Call HOTLINE # to report abuse in (COUNTY NAME) #kNOwAbuseReportAbuse |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| Join us to raise awareness for elder and dependent adult abuse. http://bit.ly/2rWeAMn #kNOwAbuseReportAbuse | Join us to raise awareness for elder and dependent adult abuse. http://bit.ly/2rWeAMn #kNOwAbuseReportAbuse |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |

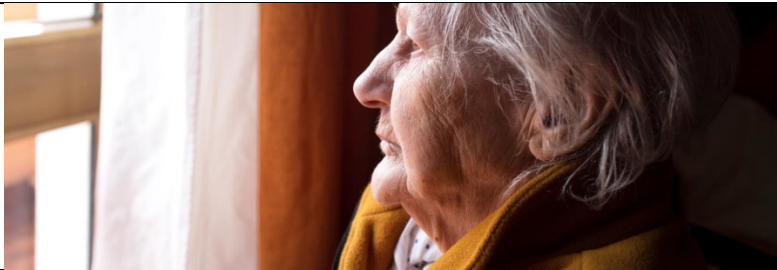

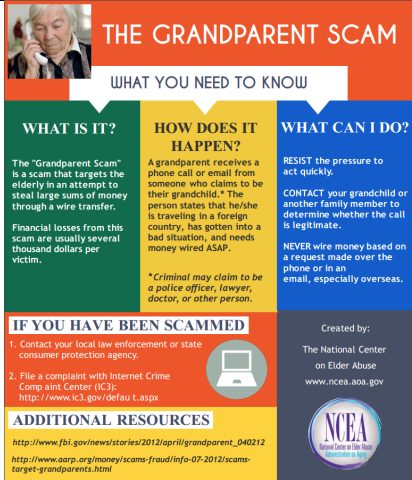
| | | |
|--|--|--|
| <p>Suspect abuse? Report it. (INSERT HOTLINE #) #kNOwAbuseReportAbuse</p> | <p>Suspect abuse? Report it. (INSERT HOTLINE #) #kNOwAbuseReportAbuse</p> |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| <p>Need to report elder or dependent adult abuse in another county? Find the complete list of county contact information here. #kNOwAbuseReportAbuse http://bit.ly/2ctLZb8</p> | <p>Need to report elder or dependent adult abuse in another county? Complete list of county contact info here. #kNOwAbuseReportAbuse http://bit.ly/2ctLZb8</p> |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| <p>Worried about a loved one in a long-term care or residential care facility? There's a 24-hour crisis line you can call to report suspected abuse: 1-800-231-4024 #kNOwAbuseReportAbuse</p> | <p>The CRISISline is available 24/7 to report suspected abuse of those living in a long term care facilities. 1-800-231-4024 #kNOwAbuseReportAbuse</p> |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS |
| GENERAL CAMPAIGN POSTS and RESOURCES | | |
| Facebook | Twitter | Photo |
| <p>Older adults are a major target for financial scams. The San Diego County Health and Human Services Agency, @LiveWellSan DiegoNorthCounty and @SanDiego DistrictAttorney's Office teamed up to provide this Stop Scams Toolkit. http://bit.ly/1RKvhSa</p> | <p>Older adults are a target for financial scams – this toolkit can help #elders avoid becoming a victim. http://bit.ly/1RKvhSa</p> |  |
| <p>Aging and dependent adults are susceptible to self-neglect. The San Diego County HHSA provides insight on what you can do. #kNOwAbuseReportAbuse http://bit.ly/235htXv</p> | <p>Aging & dependent adults are susceptible to self-neglect. Here are tips on what you can do #kNOwAbuseReportAbuse http://bit.ly/235htXv</p> |  KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS --OR-- |




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| | | <p>COUNTY OF SAN DIEGO</p>  <p>HHSA HEALTH AND HUMAN SERVICES AGENCY</p> |
| <p>June 15 is World Elder Abuse Awareness Day. Wear purple to promote awareness and show your support. #kNOwAbuseReportAbuse http://bit.ly/2rWeAMn</p> | <p>#WorldElderAbuseAwarenessDay is June 15th. Wear purple to promote awareness and show your support. #kNOwAbuseReportAbuse http://bit.ly/2rWeAMn</p> |  |
| <p>If you suspect abuse, report it! You don't need to prove that abuse is occurring; it's up to the professionals to investigate. http://bit.ly/2ctLZb8</p> | <p>Suspect abuse? Report it! You don't need to prove that abuse is occurring; it's up to the professionals to investigate. #kNOwAbuseReportAbuse</p> |  <p>KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS</p> |
| <p>What can you do to help elder and dependent adults? Keep in touch regularly with older family members, neighbors, and friends. http://bit.ly/2rWeAMn</p> | <p>What can you do to help #elder and #dependent adults? Keep in touch regularly with older family members, neighbors, and friends.</p> |  |
| <p>Who is at risk for elder abuse? Elder abuse affects seniors across all socio-economic groups, cultures, and races. http://bit.ly/2ctLZb8</p> | <p>Who's at risk for #ElderAbuse? Elder abuse affects seniors across all socio-economic groups, cultures, & races. #kNOwAbuseReportAbuse</p> |  |




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| <p>There are many things we can do to prevent elder abuse. Check out these recommendations from an attorney: http://bit.ly/2ENu8Mj.</p> | <p>There are many things we can do to #preventelderabuse. Check out these recommendations from an attorney: http://bit.ly/2ENu8Mj.</p> |  |
| <p>As the number of Americans 65 and older increases, it is essential to be on the lookout for signs of abuse. #kNOwAbuseReportAbuse http://bit.ly/2ctLZb8</p> | <p>As the older population in America continues to grow, it is essential to be aware of the signs and report #ElderAbuse. http://bit.ly/2ctLZb8</p> |  <p>Population age 65 and over and age 85 and over, selected years 1900–2008 and projected 2010–2050</p> <p>Millions</p> <p>100 90 80 70 60 50 40 30 20 10 0</p> <p>1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050</p> <p>2008</p> <p>Projected</p> <p>65 and over</p> <p>85 and over</p> <p><small>NOTE: Data for 2010–2050 are projections of the population. Reference population: These data refer to the resident population. SOURCE: U.S. Census Bureau, Decennial Census, Population Estimates and Projections.</small></p> |
| <p>There are several common myths and misconceptions about elder abuse. Learn more here: http://bit.ly/2Fts0q7.</p> | <p>There are several common #myths and #misconceptions about #elderabuse. Learn more here: http://bit.ly/2Fts0q7.</p> |  <p>KNOW ABUSE REPORT ABUSE</p> <p>ELDER AND DEPENDENT ADULT ABUSE AWARENESS</p> |

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| <p>Spot the red flag. Know the signs of elder and dependent adult abuse and report mistreatment today. #kNOwAbuseReportAbuse http://bit.ly/1UyozCb</p> | <p>Spot the red flag & report mistreatment of elder & dependent adults. #kNOwAbuseReportAbuse http://bit.ly/1UyozCb</p> |  |
| <p>Unexplained injuries like burns and bruises are just some of the many signs to watch out for with elder abuse. Learn more warning signs and how to report abuse here: http://bit.ly/2t2pioP.</p> | <p>Unexplained injuries like #burns and #bruises are just some of the many #signs to watch out for with #elderabuse. Learn more #warningsigns and how to #reportabuse here: http://bit.ly/2t2pioP.</p> |  |
| <p>Concerned about a loved one in a long-term or residential care facility? Learn more about how the California Long-Term Care Ombudsman Program can help resolve issues and ensure elders get the care they need. http://bit.ly/1M7zDnj</p> | <p>CA has a resource that helps resolve issues in long-term care facilities to ensure #elders get the care they need http://bit.ly/1M7zDnj</p> |  |

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| <p>Did you know? #kNOwAbuseReportAbuse</p> | <p>DYK? #kNOwAbuseReportAbuse</p> | <div data-bbox="1205 115 1587 646"> <h3>Scam Facts</h3> <ul style="list-style-type: none"> 1 in 5 individuals in the U.S. is aged 60+ 1 in 13 older persons will be abused, neglected, and/or financially exploited Only 1 in 44 elder financial abuse cases is ever reported to law enforcement 9% of financial abuse victims must turn to Medi-Cal when their own funds are stolen </div> |
| <p>Banks are primed to keep an eye on older adult behavior and watch for signs of dementia. This could do wonders for preventing elder financial abuse. Learn more about what is being done here: http://bit.ly/2EMZMcS.</p> | <p>Banks are primed to keep an eye on #olderadult behavior and watch for signs of #dementia. This could do wonders for preventing elder #financialabuse. Learn more about what is being done here: http://bit.ly/2EMZMcS.</p> |  |
| <p>June is Elder and Dependent Adult Abuse Awareness Month. #kNOwAbuseReportAbuse http://bit.ly/2rWeAMn</p> | <p>June is Elder and Dependent Adult Abuse Awareness Month. #kNOwAbuseReportAbuse</p> | <div data-bbox="1226 979 1759 1159">  <p>KNOW ABUSE REPORT ABUSE ELDER AND DEPENDENT ADULT ABUSE AWARENESS</p> </div> |
| <p>What area are you in? If you are looking for local resources for aging adults, look no further. Click the link to be directed to individual Agency websites. http://bit.ly/22dq3RI</p> | <p>Looking for an #AreaAgencyonAging's website? Click the link to find the AAA near you: http://bit.ly/22dq3RI</p> |  |

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| <p>There are things you can do to ensure your parents' safety when it comes to elder financial abuse. Learn more about what you can do here: http://bit.ly/2CFoqpU.</p> | <p>There are things you can do to ensure your parents' safety when it comes to #elderfinancialabuse. Learn more about what you can do here: http://bit.ly/2CFoqpU.</p> |  |
| <p>Dementia and elder abuse. These slides will go over some new terms, concepts and insights. #kNOwAbuseReportAbuse http://bit.ly/1Va6aMe</p> | <p>#Dementia and #elderabuse. These slides will go over some terms, concepts and insights. http://bit.ly/1Va6aMe #kNOwAbuseReportAbuse</p> |  |
| <p>Do you know what the 'Grandparent Scam' is? It's a scam that targets the elderly in an attempt to steal large sums of money through a wire transfer.</p> | <p>#DYK what the 'Grandparent Scam' is? It's a scam that targets the elderly in an attempt to steal large sums of \$ through a wire transfer.</p> |  <p>THE GRANDPARENT SCAM WHAT YOU NEED TO KNOW</p> <p>WHAT IS IT? The "Grandparent Scam" is a scam that targets the elderly in an attempt to steal large sums of money through a wire transfer. Financial losses from this scam are usually several thousand dollars per victim.</p> <p>HOW DOES IT HAPPEN? A grandparent receives a phone call or email from someone who claims to be their grandchild. The person states that he/she is traveling in a foreign country, has gotten into a bad situation, and needs money wired ASAP. "Criminal may claim to be a police officer, lawyer, doctor, or other person."</p> <p>WHAT CAN I DO? RESIST the pressure to act quickly. CONTACT your grandchild or another family member to determine whether the call is legitimate. NEVER wire money based on a request made over the phone or in an email, especially overseas.</p> <p>IF YOU HAVE BEEN SCAMMED 1. Contact your local law enforcement or state consumer protection agency. 2. File a complaint with Internet Crime Complaint Center (IC3): http://www.ic3.gov/default.aspx</p> <p>ADDITIONAL RESOURCES http://www.fbi.gov/news/stories/2012/april/grandparent_040212 http://www.aarp.org/money/scams-fraud/info-07-2012/scams-target-grandparents.html</p> <p>Created by: The National Center on Elder Abuse www.ncea.aoa.gov</p> <p>NCEA National Center on Elder Abuse Department of Health & Human Services</p> |

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| <p>The 'Grandparent Scam.' What you need to know. #kNOwAbuseReportAbuse</p> | <p>The 'Grandparent Scam.' What you need to know.</p> |  <p>THE GRANDPARENT SCAM WHAT YOU NEED TO KNOW</p> <p>WHAT IS IT? The "Grandparent Scam" is a scam that targets the elderly in an attempt to steal large sums of money through a wire transfer. Financial losses from this scam are usually several thousand dollars per victim.</p> <p>HOW DOES IT HAPPEN? A grandparent receives a phone call or email from someone who claims to be their grandchild. The person states that he/she is traveling in a foreign country, has gotten into a bad situation, and needs money wired ASAP. *Criminal may claim to be a police officer, lawyer, doctor, or other person.</p> <p>WHAT CAN I DO? RESIST the pressure to act quickly. CONTACT your grandchild or another family member to determine whether the call is legitimate. NEVER wire money based on a request made over the phone or in an email, especially overseas.</p> <p>IF YOU HAVE BEEN SCAMMED 1. Contact your local law enforcement or state consumer protection agency. 2. File a complaint with Internet Crime Complaint Center (IC3): http://www.ic3.gov/default.aspx</p> <p>ADDITIONAL RESOURCES http://www.fbi.gov/news/stories/2012/april/grandparent_040212 http://www.aarp.org/money/scams-fraud/info-07-2012/scams-target-grandparents.html</p> <p>Created by: The National Center on Elder Abuse www.ncea.aoa.gov</p> <p>NCEA National Center on Elder Abuse</p> |
| <p>How social media can help stamp out ageism. http://huff.to/1Tpd7Z1 #kNOwAbuseReportAbuse</p> | <p>How social media can help stamp out ageism. http://huff.to/1Tpd7Z1 #kNOwAbuseReportAbuse</p> |  <p>How Social Media Can Help Stamp Out Ageism THE BLOG How Social Media Can Help Stamp Out Ageism 03/08/2016 07:51 am ET Carol Marak Aging Advocate and Senior Care Contributor News travels fast on social media, no doubt. It's where we pick up headlines on local traffic and weather... HUFFINGTONPOST.COM</p> |
| <p>What prompts elder abuse? This study looked into criminal case files to uncover common triggers. http://bit.ly/1YMmO7k #kNOwAbuseReportAbuse</p> | <p>What prompts elder abuse? This study looked into criminal case files to uncover common triggers. http://bit.ly/1YMmO7k #kNOwAbuseReportAbuse</p> |  <p>What Prompts Elder Abuse? One Doctor Finds Out A new study looked at criminal case files in New York and found 10 common triggers for elder abuse. A doctor says he hopes it will help protect victims. NEXTAVENUE.ORG BY NEXT AVENUE See more from Next Avenue. Like</p> |

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| <p>ICYMI: How To Detect And Respond To Elder Abuse via @Forbes http://bit.ly/2pyoKAX #kNOwAbuseReportAbuse</p> | <p>ICYMI: How To Detect And Respond To Elder Abuse via .@Forbes http://bit.ly/2pyoKAX #kNOwAbuseReportAbuse</p> |  |
| <p>With over 50 million Americans aged 62 and older, older adults are prime targets for financial exploitation both by persons they know and trust and by strangers. Check out this “Money Smart” guide by the @ConsumerFinancialProtectionBureau and the Federal Deposit Insurance Corporation. #kNOwAbuseReportAbuse http://1.usa.gov/1jrCfr7</p> | <p>Check out this “Money Smart for Older Adults” guide. http://1.usa.gov/1jrCfr7 #kNOwAbuseReportAbuse</p> | |
| <p>Scammers view older adults as prey. Protect yourself and your loved ones from financial exploitation by knowing these warning signs: http://bit.ly/2FEJS1n.</p> | <p>Scammers view older adults as prey. Protect yourself and your loved ones from financial exploitation by knowing these warning signs: http://bit.ly/2FEJS1n.</p> |  |
| <p>Negative expectations surrounding aging can often become self-fulfilling as we grow older. But these positive messages can help us change that: http://wapo.st/2F28gx2.</p> | <p>Negative expectations surrounding #aging can often become self-fulfilling as we grow #older. But these #positivemessages can help us change that: http://wapo.st/2F28gx2. #StopElderAbuse</p> |  |

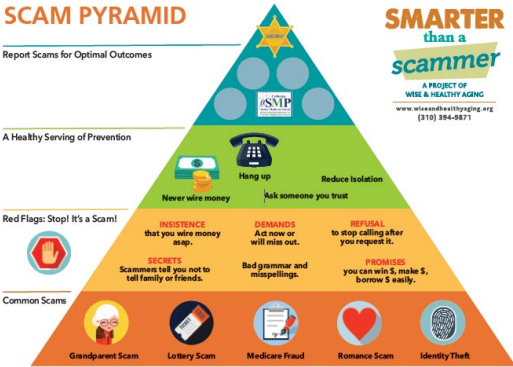
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| #kNOwAbuseReportAbuse | #kNOwAbuseReportAbuse |  <p>SCAM PYRAMID Report Scams for Optimal Outcomes</p> <p>SMARTER than a scammer A PROJECT OF WISE & HEALTHY AGING www.wisandhealthyaging.org (310) 394-0871</p> <p>A Healthy Serving of Prevention</p> <p>Never wire money Ask someone you trust Reduce Isolation</p> <p>Red Flags: Stop! It's a Scam!</p> <p>INSISTENCE that you wire money asap. DEMANDS Act now or we will miss out. REFUSAL to stop calling after you request it.</p> <p>SECRETS Scammers tell you not to tell family or friends. Bad grammar and misspellings. PROMISES you can win \$, make \$, borrow \$ easily.</p> <p>Common Scams</p> <p>Grandparent Scam Lottery Scam Medicare Fraud Romance Scam Identity Theft</p> |
| "If elder abuse happened to me, it can happen to anyone." Read more about the late Mickey Rooney's battle against elder abuse, here: http://bit.ly/2oL4rnk #kNOwAbuseReportAbuse | "If elder abuse happened to me, it can happen to anyone." – Mickey Rooney http://bit.ly/2oL4rnk #kNOwAbuseReportAbuse | |
| ICYMI: A @Wall Street Journal report states, financial advisor brokers will gain tools to act on suspected fraud and abuse of senior investors under a new Finra rule. http://bit.ly/2oSjh7y #kNOwAbuseReportAbuse | ICYMI financial advisor brokers will gain tools 2 act on suspected fraud & abuse of senior investors under new Finra rule. http://bit.ly/2oSjh7y | |
| ICYMI: Caregivers at Risk of Financial Fraud, Scams Targeting Elderly http://fxn.ws/2oV9rpc #kNOwAbuseReportAbuse | ICYMI: Caregivers at Risk of Financial Fraud, Scams Targeting Elderly http://fxn.ws/2oV9rpc #kNOwAbuseReportAbuse | |

Image Bank: campaign supporters/sponsors

CCoA

California Commission on Aging
... a citizens voice within government



CALIFORNIA
DISTRICT
ATTORNEYS
ASSOCIATION



CALIFORNIA
ELDER JUSTICE
COALITION

PROTECT • DEFEND • EMPOWER

LAAC
Legal Aid Association
of California



WISE
Healthy Aging

CWDA
Advancing Human
Services for the Welfare
of All Californians

CLTCOA
California Long-Term Care
Ombudsman Association

AOA
Administration on Aging

ACL
Administration for Community Living

CALIFORNIA STATE ASSOCIATION OF
PA | PG | PC

[CLICK HERE](#) TO FIND CONTACT INFORMATION FOR YOUR LEGISLATIVE REPRESENTATIVES



The poster features a header with three small portraits of elderly individuals. Below them, the text 'KNOW ABUSE' and 'REPORT ABUSE' is displayed in green and purple boxes, followed by 'ELDER AND DEPENDENT ADULT ABUSE AWARENESS' in green. The main title 'DON'T MISS THE SIGNS' is in large green letters. The poster is divided into six sections, each with a warning sign icon and a list of signs of abuse. The sections are: Neglect / Self-Neglect, Financial Abuse, Physical Abuse, Mental Abuse, and Sexual Abuse. Each section has a green header with the title and a purple body with a list of signs.

KNOW ABUSE **REPORT ABUSE**
ELDER AND DEPENDENT ADULT ABUSE AWARENESS

DON'T MISS THE SIGNS

NEGLECT / SELF-NEGLECT

- Lack of adequate food and water
- Dirty clothing and changes in personal hygiene
- Unusually messy home
- Lack of medical aids or medication

FINANCIAL ABUSE

- Basic needs not being met
- Bills not paid
- New credit cards and increased cash withdrawals
- Unusual purchases by caregiver

PHYSICAL ABUSE

- Bruises, black eyes, welts
- Broken bones, cuts, sprains
- Sudden change in behavior
- Caregiver refusal to leave elder or dependent adult alone

MENTAL ABUSE

- Threatening significant physical harm
- Derogatory or inappropriate names, insults, profanity, or ridicule
- Harassment, coercion, intimidation, humiliation

SEXUAL ABUSE

- Unusual bruising on thighs and chest
- Unexplained sexually transmitted diseases
- Unusual stains on clothing or sheets
- Withdrawn from social interactions / panic attacks