



Why **#ElderWisdom**?

Use **#ElderWisdom** on social media to link your message about senior empowerment and wisdom to the greater conversation across the globe.

This ensures your post will be seen within our campaign and together we will raise awareness and fight ageism.

Join the **conversation**

Step 1

Think of a senior who has inspired you or start a conversation with a senior in your life.

Step 2

Share their wisdom by posting to social media using the **#ElderWisdom** tag.

Step 3

Participate with **#ElderWisdom** by sharing other posts and interacting with fellow advocates.



Make the
most
of your
post

- Always put the pound symbol “#” before the ElderWisdom tag to ensure your post is linked to the conversation.
- No space is needed between the words ElderWisdom when using the hashtag.
- You can see other posts related to ElderWisdom by searching “#ElderWisdom” in the search bar of your social media account or by clicking the hashtag on a post.
- Incorporating the hashtag into your post instead of leaving it at the end will save you space and allow you to maximize your message when there is a character limit.