New Grantee Social Media Toolkit

Sharing news of your grant is an important way to demonstrate widespread support for your work, and to keep your community, your staff, and your board informed about the work you do.

Below are sample posts to share news about your grant from NextFifty Initiative through your digital platforms. We encourage you to share at least one of these posts (Facebook, Twitter or LinkedIn) or create your own post to highlight your work and funding from NextFifty Initiative.

Start by taking these two simple steps:
1. Like/follow NextFifty Initiative’s Facebook, Twitter and LinkedIn pages.
2. Consider tagging NextFifty Initiative in all posts related to news about your funded work or information and resources that focus on the aging population.

Tagging NextFifty Initiative and following or liking our pages on Facebook, Twitter, LinkedIn and other media helps boost your presence and links your organization to a wider community.

TWITTER

Excited to share that we’ve received funding from @50initiative to support our work benefiting #OlderAdults. These funds will (insert deliverable). #Aging

New funding from @50initiative will support our (insert program/project name), which helps adults 50+ (insert deliverable). #Aging #OlderAdults https://bit.ly/Next50Initiative

We’re being recognized for our work with #OlderAdults in (town/city/county/region)! Happy to share we’ve received @50initiative funds to (insert deliverable). #Aging
LINKEDIN

We’ve been awarded @next50initiative funds to support our work with adults age 50+! These dollars will help insert deliverable in (town/city/county/region). To learn more about our program, visit (link). #Aging #OlderAdults

Our innovative work with people 50 and older in (town/city/region) just got financial support from @next50initiative! We can’t wait to share our progress. #Aging #Innovation. To learn more about the foundation, visit https://bit.ly/Next50Initiative

FACEBOOK

We’re excited to share that @NextFiftyInitiative has awarded funds to support our insert program/project name for people who will directly benefit. To learn more about this foundation’s efforts to improve quality of life for people age 50+, visit https://bit.ly/Next50Initiative and follow their Facebook page. #Aging #OlderAdults

Our work with and for older adults has received funding from @NextFiftyInitiative! This award will help us keep doing what we love: supporting our community members who are 50 and older. To learn more about our insert program/project name program, visit insert link here. #Aging

We’re being recognized for our work to support older adults in (town/city/county/region)! We’ve received funding from @NextFiftyInitiative to help us insert deliverable. This program will (insert other important details here). To learn more about the foundation and their work to support older adults, visit https://bit.ly/Next50Initiative. #OlderAdults

PLEASE STAY ENGAGED BY FOLLOWING US HERE

Facebook: https://www.facebook.com/NextFiftyInitiative
Twitter: https://twitter.com/50initiative
LinkedIn: https://www.linkedin.com/company/next50initiative/