



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

Search **#ElderWisdom** on your favourite social network, share, comment, and engage with fellow advocates.



**Make the
most
of your
post**

Link to the conversation

- Use the # symbol before the ElderWisdom tag and don't include a space between the words.

See related posts

- Type #ElderWisdom in the search bar of your social media account or click the hashtag on a post.

Maximize your message

- Incorporate #ElderWisdom within your message instead of adding it to the end. This saves space when there is a character limit.