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Your Social Media Plan for the Year

JANUARY	<ul style="list-style-type: none"> • Post your New Year's Resolutions and a link to tips for how to stay on track. • Many people resolve to exercise and eat right. Share some tips from trustworthy sources, such as the CDC. • January is National Hobby Month. Share something about your hobby or a hobby you want to try and how others can get started. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
FEBRUARY	<ul style="list-style-type: none"> • February is American Heart Month. Post something to raise heart health awareness. Use reliable sources, such as the CDC or the National Heart, Lung and Blood Institute. • Share any relevant articles from the Social Security Administration blog. • Post an inspirational image from the royalty free image source of your choice. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, with uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
MARCH	<ul style="list-style-type: none"> • Warn your clients about scams that target seniors. The FTC's blog often covers scams, and you can share the posts. • March is National Sleep Awareness Month. Share tips on getting a good night's rest. Use reliable sources, such as the CDC. • Share an article from SeniorLiving.org. • Share an article from the Senior Planet, with uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
APRIL	<ul style="list-style-type: none"> • Celebrate April Fool's Day by sharing some of your favorite (non-offensive!) jokes. • Warn your clients about IRS scams. Use reliable sources, such as the IRS or FTC. • April is Stress Awareness Month. Share some stress-management tips or facts from American Institute of Stress or other reliable sources. • It's time for some spring cleaning. Share some cleaning tips or hacks. 	<ul style="list-style-type: none"> • Post an inspirational image from the royalty free image source of your choice. • Share an article from the National Institute on Aging. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
MAY	<ul style="list-style-type: none"> • Summer's coming. Help your clients prepare safely with a message about staying healthy in the heat. Use reliable sources, such as the CDC. • May is Healthy Vision Month. Remind your clients to take care of their eyes with regular eye exams. • May is also Mental Health Awareness Month. Share something from the CDC or another reliable source. • Share an article from the Senior Planet, with uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.

<p>JUNE</p>	<ul style="list-style-type: none"> • Help your clients plan a summer vacation by sharing a list of the top vacation spots for retirees. You can do an online search to find some. Remember to use reliable sources. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>JULY</p>	<ul style="list-style-type: none"> • Celebrate the Fourth of July with an inspirational image from the royalty free image source of your choice. • Warn your clients about Medicare scams. Use reliable sources, such as CMS or the FTC. • Share any relevant articles from the Social Security Administration blog. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, with uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>AUGUST</p>	<ul style="list-style-type: none"> • It's important to stay hydrated during the summer heat. Share some health tips from a reliable source like the CDC. You can also share a recipe for your favorite summertime thirst quencher. • Use the buttons on each article to share something from WAP's blog. 	<ul style="list-style-type: none"> • Share an article from SeniorLiving.org. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>SEPTEMBER</p>	<ul style="list-style-type: none"> • Post something to celebrate grandparents on Grandparents Day, which falls on the first Sunday after Labor Day. If you want, you can add a personal touch by sharing a photo of your grandparents. • September is Healthy Aging Month. Post tips on how to be healthy at any age. Use reliable sources, such as the CDC. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, with uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>OCTOBER</p>	<ul style="list-style-type: none"> • Announce that plan information is available at Medicare.gov starting October 1. • Kick off AEP on October 15 with a post. • Celebrate Halloween with a fun image from the royalty free image source of your choice. • Share any relevant articles from the Social Security Administration blog. 	<ul style="list-style-type: none"> • Share an article from SeniorLiving.org. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>NOVEMBER</p>	<ul style="list-style-type: none"> • Post an AEP reminder. • Celebrate Thanksgiving by posting about how thankful you are for your clients. Add one of your favorite Thanksgiving recipes. • November is Diabetes Awareness Month. Share important facts from reliable sources, such as the American Diabetes Association. 	<ul style="list-style-type: none"> • Share an article from the National Institute on Aging. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>DECEMBER</p>	<ul style="list-style-type: none"> • AEP ends on December 7. Post a "Last Call" reminder. • Spread joy with a happy holidays message. Include changes to your office hours or a list of dates when your business operations will be closed. • Share any relevant articles from the Social Security Administration blog. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • It's getting cold and icy. Share tips on keeping warm and avoiding falls outside. Use reliable sources, such as the CDC. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.

