



**LONG-TERM CARE**  
COORDINATING COUNCIL  
OF SAN FRANCISCO

**ENDING HOMELESSNESS AMONG SENIORS AND PEOPLE WITH DISABILITIES**  
The CA Master Plan for Aging San Francisco Regional Forum

# 01

## LET'S GET SOCIAL

Social media is a powerful platform and offers you a way to extend the impact and reach of the 2021 CA Master Plan for Aging San Francisco Regional Forum.

We hope this toolkit makes it easy for you to share information and news about the Regional Forum through social media.

### Follow the Dignity Fund Coalition sites for information and posts about the Regional Forum:

Like and follow our [Facebook event page](#).

- [Twitter](#)
- [Facebook](#)
- [Website](#)

### USE OUR REGIONAL FORUM HASHTAGS

- #SFRegionalForum2021
- #MPARegionalForum

### SECONDARY HASHTAGS:

- #MasterPlanForAging
- #CaliforniaForAllAges
- #EndSeniorHomelessness
- #SeniorHousingNow
- #Homeless
- #AffordableHousing
- #HousingForAll
- #AccessibleHousing
- #AgingWithDignity
- #HealthyAging
- #DisabilityRights
- #AgeInPlace
- #Aging
- #EngageAging
- #AgeFriendlyCA
- #OlderAdults
- #Disabilities



# 02

## HELPFUL HINTS

### STEP 1. Friend and follow

- Follow the organizations working on homelessness, older adult, and disability services on social media.

### STEP 2. Profile and banners

- Change your profile and banner photos to support the event using the banners enclosed in this toolkit.

### STEP 3. Post away!

- Use the sample posts and messaging provided on Pages 3-6. Click on the post and download.
- Grab a photo or screenshot during the virtual forum. Or capture a short video!
- Share the posts in this toolkit. Personalize with your own messaging and hashtags.

### STEP 4. Use hashtags

- Use the regional forum hashtag #SFRegionalForum2021, plus secondary hashtags (see page 1).

### STEP 5. Tag others

- Remember to tag policymakers, partners, and event speakers and participants to make sure your tweets are seen by more people.

### STEP 6. Tell your story

- Post pictures, videos, and relevant data from your organization and the event.

# 03

## TWEET AWAY!

### TAKE THIS IMPORTANT CONVERSATION TO TWITTER.

Look for, like, and retweet all of the event tweets from @SFDignityFund.

- ❑ Use our sample tweets on page 4 or create your own. Up to 280 characters.
- ❑ Use the hashtags #SFRegionalForum2021 and #MPARegionalForum and secondary hashtags from page 1.
- ❑ Tag your organization, a policymaker, and/or Regional Forum participants listed to the right.
- ❑ Retweet other's tweets, using the hashtag again!

### Tag Forum Participants

Use these handles to tag forum participants with your posts so they can see, share, and amplify the message.

[Mayor London Breed](#): @LondonBreed  
[Dr. Margot Kushel](#): @MKushel  
[UCSF Benioff Homelessness and Housing Initiative](#):

@ucsfbhhi

[Shireen McSpadden, Executive Director of HSH](#):

@ShireenMcSp

[SF Dept of Homelessness & Supportive Housing](#):

@SF\_HSH

[SF Dept of Disability and Aging Services](#)

[SF Housing Authority](#)

[Moderator: Del Seymour](#)

[Homebridge](#)

[Episcopal Community Services](#): @ECS\_SF

[Metta Fund](#): @MettaFund

[The SCAN Foundation](#): @TheSCANFndtn

[San Francisco Board of Supervisors](#): @sfbos





# 04

## TWITTER POSTS



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### ACCOMPANYING TEXT

Too many of our city's #seniors live in poverty & lack the support that allows them to #AgeInPlace, many on the verge of #homelessness. The #MasterPlanForAging #SFRegionalForum2021 will highlight supportive services that enable #seniors to #AgeWithDignity [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



Click photo to download

### ACCOMPANYING TEXT

Many #OlderAdults become #homeless after a traumatic event, #health or financial crisis. Appropriate support services help prevent #homelessness. The #SFRegionalForum2021 will discuss inclusion of such services in the #CAMasterPlanForAging [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



Click photo to download

### ACCOMPANYING TEXT

#Seniors & #peoplewithdisabilities end up #homeless due to lack of specific services or lack of communication between systems of healthcare, housing, & other social services. Join #SFRegionalForum2021 to learn about integration of public services [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



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### ACCOMPANYING TEXT

1 in 10 San Franciscans reports a #disability; 25K #AgeInPlace w/help from @SFIHSSPA. But, gaps in services still exist that can contribute to becoming #unhoused. The #SFRegionalForum2021 will shed light on meeting those needs, with a focus on preventing #homelessness.

**Accessibility:** A screen reader friendly image description is available for each graphic in this toolkit: [bit.ly/mpasfid](https://bit.ly/mpasfid)

# 05

## FACEBOOK EVENT BANNERS



FACEBOOK EVENT BANNER

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FACEBOOK EVENT BANNER

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# 06

## LINKEDIN EVENT BANNERS



LINKEDIN EVENT BANNER

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LINKEDIN EVENT BANNER

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# 07

## FACEBOOK POSTS



CA Master Plan for Aging San Francisco Regional Forum  
**ENDING HOMELESSNESS AMONG SENIORS  
AND PEOPLE WITH DISABILITIES**

October 26, 2021 | 1 pm - 3 pm by Zoom

Please Join Us!

#SFRegionalForum2021

[Click photo to download](#)



CA Master Plan for Aging San Francisco Regional Forum  
**ENDING HOMELESSNESS AMONG SENIORS  
AND PEOPLE WITH DISABILITIES**

PLEASE JOIN US

October 26, 2021 | 1 pm - 3 pm by Zoom

#SFRegionalForum2021

[Click photo to download](#)



# 08

## FACEBOOK AND LINKEDIN POSTS



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### ACCOMPANYING TEXT

California's senior population is growing and homelessness among those over 50 and living with disabilities is at crisis proportions. 74% of #homeless in San Francisco report a #disability! Please join us Tuesday October 26th from 1:00-3:00 p.m. for the 2021 Master Plan for Aging San Francisco Regional Forum, to be held virtually on Zoom. Register today: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



Click photo to download

### ACCOMPANYING TEXT

With a more cohesive system of supports, we can help prevent record levels of homelessness among Bay Area seniors and people with disabilities. Don't miss the 2021 Master Plan for Aging San Francisco Regional Forum. It will be held virtually on Zoom Tuesday October 26th from 1:00-3:00 p.m. Register here: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



Click photo to download

### ACCOMPANYING TEXT

When we invest in social supports for older adults and people with disabilities, it provides a safety net that helps prevent homelessness. Join us as we discuss these issues on Tuesday October 26th from 1:00-3:00 p.m. for the 2021 Master Plan for Aging San Francisco Regional Forum. Register now, then participate via Zoom: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



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### ACCOMPANYING TEXT

Among the growing number of older adults living in poverty are people forced to grow old in the streets and in shelters. Homeless persons aged 50-65 frequently fall between the cracks of governmental safety nets: not old enough to qualify for medicare.

# 09

## FACEBOOK AND LINKEDIN POSTS



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### ACCOMPANYING TEXT

At an age when older adults should be in the "easy-chair" phase of life, too many are living in isolation, poverty and falling into homelessness. Let's act now! The Master Plan for Aging San Francisco Regional Forum will highlight what we need to do to age safely at home with dignity and support. Join us by Zoom, Tuesday October 26th from 1:00-3:00 p.m. Register here: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



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### ACCOMPANYING TEXT

Many older adults become homeless after experiencing a severe health and financial crisis. The right kind of social and service supports can keep them safely housed. Help tackle the problem by joining us Tuesday October 26th on Zoom from 1:00-3:00 p.m. for the 2021 Master Plan for Aging San Francisco Regional Forum. Register today: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging).



Click photo to download

### ACCOMPANYING TEXT

It's time to build interactions between health care, housing and social services. Join us on Zoom Tuesday October 26th from 1:00-3:00 p.m. for an important conversation on how to deliver services that can prevent homelessness among older adults and people with disabilities.



Click photo to download

### ACCOMPANYING TEXT

One in ten San Franciscans reports a disability. 74% of San Francisco's unhoused population report having some type of disability! 25,000 people live in their communities with help through Medi-Cal's In-Home Supportive Services program, but many more need supports and services now!

# 10

## EVENT DAY POSTS FOR FACEBOOK, TWITTER, AND LINKEDIN



[Click photo to download](#)

### 6 AM - 9 AM | ACCOMPANYING TEXT

The Master Plan for Aging San Francisco Regional Forum is Today! There's still time to register! Register by 10 am!

Older adults need a safety net of supports to keep them out of homelessness in the San Francisco region. Join us for the 2021 Master Plan for Aging San Francisco Regional Forum as we discuss these critical issues. It happens today, October 26th, from 1:00-3:00 p.m. via Zoom. Register here: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging). #SFRegionalForum2021



[Click photo to download](#)

### 9 AM - 12 PM | ACCOMPANYING TEXT

We're just hours away from a live Forum discussing strategies to improve the lives of Bay Area seniors! Last chance: register by 10 am! Event starts at 1 pm.

California's senior population is growing, and homelessness among older adults is a huge challenge in the Bay Area. Coming up at 1:00 p.m. today, we invite you to join us for the 2021 Master Plan for Aging San Francisco Regional Forum, to be held virtually on Zoom. Register immediately at: [bit.ly/SFMasterPlanforAging](https://bit.ly/SFMasterPlanforAging). #SFRegionalForum2021



[Click photo to download](#)

### 12:30 PM | ACCOMPANYING TEXT

30 Minutes Until the 2021 Master Plan for Aging San Francisco Regional Forum Goes LIVE! It Starts at 1:00 p.m.

Too many Bay Area seniors are ending up homeless because the services and supports they need to stay afloat just aren't there. We're addressing the problem today on Zoom from 1:00-3:00 p.m. at the 2021 Master Plan for Aging San Francisco Regional Forum. #SFRegionalForum2021

## For More Information:

Erin Saberi  
Open Square Connect | Strategic Communications  
[esaberi@me.com](mailto:esaberi@me.com)  
(916) 952-5080

Cathy DeLuca  
Community Living Campaign  
[cathy@sfccommunityliving.org](mailto:cathy@sfccommunityliving.org)  
(415) 638-9183