

National Senior Center Month 2022 Campaign Tool Kit

- Theme
- Key Messages and Videos
- Social Media Post
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 - o Create a Logo
 - o Personal Testimony
- Hashtag community involvement
- Editorial Article to send out (E-Newsletter)
- Fact Sheet / Printed Materials
- Proclamation

Theme: Strengthening Community Connections

Choose a theme that fits our Senior Centers and can be incorporated throughout the full campaign. Coordinate theme with events planned.

Key Messages and Videos:

Key Messages about National Senior Center Month are included below. Videos should be taken by DTV and themes are included below for these videos.

Key Messages:

- Strengthen Community Connections through Healthy Aging, all populations, Economic Security, and all Generations.
- What national senior center month is and how to celebrate. General information about both ALH and DSC

Video Themes:

- Senior Spotlight (Testimonials to tell the senior story)
- Human Interest piece with Ryan
- Recycle some videos (Dorothy, woodshop, Betty, Robert)
- Multigenerational video, Utilize staff to highlight this

Video Schedule:

Week 1 – Kick off

Shoot: Music and Dance (Aug 26)

Post: Friday (Sept 2)

Commented [BNT1]: I've got a very multi-generational staff that ranges from 20s – 90s. Maybe that would be a cool way to highlight this?

Commented [BNT2R1]:

Week 2 – Healthy Aging

Shoot: Tai Chi (Aug 23 or 30)

Shoot: Badminton (Sept 1)

Post: Wednesday (Sept 7)

Week 3 – All Populations

Shoot: Drum Jam (Sept 7)

Post: Wednesday (Sept 14)

Week 4 – Economic Security

Shoot: Taxes Class (Sept 8)

Shoot: Technology Class (Sept 9)

Shoot: Benefits Counseling (Sept 15)

Shoot: Interview w/ a staff member explaining the different classes (Do you know who would be a good candidate for this?)

Post: Monday (Sept 19)

Week 5 – All Generations

Shoot: Café y Pan (Sept 22) (Still trying to decide whether this would be a good event or not. I talked to Yvonne about the storytelling event with the kids but that's not happening until next year.)

Post: Wednesday (Sept 28)

Social Media Posts and Schedule

- Post once a week on main page
- Post by Senior Center Schedule on Senior Center Page for Denton Senior Center and ALH

Utilize the following schedule to create a theme for each week. Theme should tie to events and programs going on. This will help manage content and also reinforce key messages.

Create an official # (#seniorstrong)

Week 1 (August 29 – September 4): Kick off National Senior Center Month

Week 2 (September 5 – 11): Connecting for Healthy Aging

Week 3 (September 12 – 18): Connecting for All Populations

Week 4 (September 19 - 25): Connecting for Economic Security

Week 5 (September 26 – October 2): Connecting for All Generations

Week 1 (August 29 – September 4): Kick off National Senior Center Month

Sample posts for Facebook:

- Did you know September is National Senior Center month? This year's theme is Strengthening Community Connections! To kick off the celebration, the Mayor helped us in celebrate by proclaiming it National Senior Center Month in Denton. #seniorstrong (Include Proclamation Picture)
- Stop by for a quick tour at the Denton Senior Center or American Legion Hall to help us celebrate National Senior Center Month and strengthen your community connections! #seniorstrong (Include picture)

Sample posts for Twitter:

- Its National Senior Center Month! Strengthen your community connection and join us as we celebrate at Denton Senior Center or American Legion Hall. #seniorstrong

Sample posts for Instagram:

- September is National Senior Center Month! Strengthen your community connection and join us at the Denton Senior Center or American Legion Hall to celebrate. # seniorstrong (Include picture)
- Stop by the Denton Senior Center or American Legion Hall as we celebrate National Senior Center Month and strengthen community connections! #seniorstrong (Include picture)

Week 2 (September 5 – 11): Connecting for Healthy Aging

Walking Wednesday starts Sept. 7 at ALH

Highlight how the fitness memberships work for the 50+ members

Alicia had a project recently done where they filmed fitness promos at the group ex classes. I know there is a senior-specific one, just not sure who has it

Sample posts for Facebook:

- We are Denton Senior Center and this is how we connect for Healthy Aging. Did you know we offer (insert healthy aging activities)? #seniorstrong (Need photos of healthy aging activities)
- At American Legion Hall we connect for Healthy Aging by providing (Include services or activities). #seniorstrong (Need photos of services or activities)

Commented [BNT3]: Key message: what national senior center month is and how to celebrate. General information about both ALH and DSC

Commented [BNT4]: Walking Wednesday starts Sept. 7 at ALH
Highlight how the fitness memberships work for the 50+ members
Alicia had a project recently done where they filmed fitness promos at the group ex classes. I know there is a senior-specific one, just not sure who has it

Commented [BNT5]: ALH is streaming Finding Fellowship in partnership with Denton Black Film Festival on Sept. 21 and hosting Café Y Pan on Sept 22 and on Sept 16 A Taste of Hispanic Culture

Commented [BNT6]: See activities listed in note above

- How have you improved your health and strengthened your community connections at either Senior Center? Let us know in the comments! #seniorstrong

Sample posts for Twitter:

- Denton Senior Center provides essential Healthy Aging services to all Active Adults and Seniors in Denton. That's how we strengthen community connections for National Senior Month. #seniorstrong
- What Healthy Aging Activities or Services would you like to see at the Denton Senior Center or American Legion Hall to strengthen your community connection? #seniorstrong
- Strengthen your community connection and stop by Denton Senior Center or American Legion Hall to see what Healthy Aging Activities are in store for this week! #seniorstrong

Sample posts for Instagram:

- Denton Senior Center and American Legion Hall strengthen community connection for Healthy Aging by offering (list activities and services offered). #seniorstrong (Need photos of Healthy Aging activities and services.)

Week 3 (September 12 – 18): Connecting for All Populations

- ALH is streaming Finding Fellowship in partnership with Denton Black Film Festival on Sept. 21 and hosting Café Y Pan on Sept 22 and on Sept 16 A Taste of Hispanic Culture

Sample posts for Facebook:

- Did you know Senior Centers serve as a gateway to the nation's aging network – Connecting 1 million older adults? Denton Senior Center and American Legion Hall connects seniors by our Travel Program and Tech Classes. # (Include photo of Travel program and tech classes)
- Senior Centers provide access to an array of opportunities for older adults to stay safe, active and healthy. At Denton Senior Center we stay active by our City Circle Series Denton (Department reps come out to educate the community on what is available to them and how we are here to serve , etc.). #seniorstrong (Need Senior active photos)
- Denton Senior Center is a place for adults 50+ to stay healthy, active, and social! Check out all the activities at dentonparkscatalog.com #seniorstrong (Pull pictures of activities)
- American Legion Hall offers an array of programs including Tai Chi, dance classes, outdoor recreation, educational seminars, domino tournaments, and so much more! #seniorstrong (Include pictures of activities)

Sample posts for Twitter:

- Denton Senior Center and American Legion Hall provide an array of programs and activities to connect all Seniors. What is your favorite program offered? #seniorstrong
- Denton Senior Center and American Legion Hall provide access to an array of opportunities for older adults to stay safe, active, healthy and to connect. (Include active activities). #seniorstrong (Need Senior active photos)

Sample posts for Instagram:

Commented [BNT7]: Highlight Tech classes held at ALH? Or the Travel program we have out of DSC

- Denton Senior Center and American Legion Hall provide access to an array of opportunities for older adults to stay safe, active, healthy and to connect. (Include active activities). #seniorstrong (Need Senior active photos)

Week 4 (September 19 – 25): Connecting for Economic Security

Sample posts for Facebook:

- Denton Senior Center and American Legion Hall connect seniors to greater economic security through workshops on benefits, legal aid, and technology. #seniorstrong (Include photo)
- Did you know that the Denton Senior Center and American Legion Hall offer different economic security workshops including benefits, legal aid, and technology? #seniorstrong (Include photo)
- Highlight scholarship options available through Denton Parks Foundation.

Commented [BNT8]: This would be a great opportunity to showcase the scholarship options available through Denton Parks Foundation.

Sample posts for Twitter:

- Denton Senior Center and American Hall are Strengthening Community Connections by connecting seniors to greater economic security workshops on benefits, legal aid, and technology. #seniorstrong

Sample posts for Instagram:

- Denton Senior Center and American Hall are Strengthening Community Connections by connecting seniors to greater economic security workshops on benefits, legal aid, and technology. #seniorstrong (Include Photo)

Week 5 (September 26 – October 2): Connecting All Generations

Sample posts for Facebook:

- Denton Senior Center offers a variety of programs to connect all generations such as Grand Afternoon with Denton ISD. We invite grandparents with grandkids to the Senior Center for crafts, games, and snacks! #seniorstrong (Include Photo)
- Strengthening our community connections means providing opportunities for all generations. We are offering a NEW program “Grand Afternoons” on scheduled DISD half days at the Denton Senior Center. We invite grandparents with grandkids to the Senior Center for crafts, games, and snacks! (Include Photo)
- American Legion Hall offers a variety of programs to connect all generations such as Storytelling time with the MLK Preschools. We have fun introducing early literacy skills and creating memories through reading time! #seniorstrong (Include photo)

Commented [BNT9]: Strengthening our community connections means providing opportunities for all generations. We are offering a NEW program “Grand Afternoons” on scheduled DISD half days at the Denton Senior Center. We invite grandparents with grandkids to the Senior Center for crafts, games, and snacks!

Sample posts for Twitter:

- Did you know Denton Senior Center and American Legion hall offer a variety of programs to connect all generations including Grand Afternoon with Denton ISD and Storytelling time with MLK Preschools? #seniorstrong

Sample posts for Instagram:

- Did you know Denton Senior Center and American Legion hall offer a variety of programs to connect all generations including Grand Afternoon with Denton ISD and Storytelling time with MLK Preschools? #seniorstrong (Include photo)
-

Logo: Utilize PLAY Logo through Campaign

Creation of Hashtag: Create Hashtag to utilize on all social media platforms. Encourage the seniors to use hashtag throughout the month through examples in the hashtag section. Incentive seniors that the senior with the most #seniorstrong tags gets a free shirt.

Branding: National Senior Center Month Colors or Parks Colors?

Personal Testimony:

Pick a handful of Seniors to do a photo session and get quotes from. We will post their personal testimony through the month of September.

Example: Happy National Senior Center Month! I am (NAME) and I love doing _____ at the (Denton Senior Center/ALH) in my free time. (Schedule date and times to collect photos at DSC and ALH)

Example: In Celebration of National Senior Center Month, we would like to recognize (NAME). She/He/They come to the (Denton Senior Center/ALH) to _____.

Example: (NAME) is excited to celebrate National Senior Month at (DSC/ALH) by participating in _____.

Hashtag Community Involvement:

- #ThrowbackThursday: Favorite memory or activity participated in the past.
- #SeniorFriendFriday: Post picture with a friend from the Senior Center.
- #SeniorConnection: Use through month anytime with other Seniors.

Editorial Article to Send Out:

Senior Centers will put together a E-Newsletter to be sent out through Constant contact.

- Draft in by August 29.
- Proof sent by August 30.
- Final emailed by September 1.

Commented [BNT10]: We could incentive that person with the most #seniorstrong tags gets a free shirt (seniors love to PLAY shirts I just got printed)

Commented [BNT11]: You'll need to get with Yvonne to get a couple of her regulars. Once you get a date scheduled to do staff photos, I can ask a handful of seniors to come at the same time to do this part.

Include in the E-Newsletter the campaign hashtag and surrounding themes to attract by in from Seniors. Include branded colors and logo.

Fact Sheet / Printed Materials

Fact Sheet on National Senior Center Month:

- The origin of National Senior Center Month can be found in the National Senior Center Week, which was first celebrated annually in May 1979.
- The concept of celebrating Senior Centers nationally gained wide support through organizations like the National Council on Aging (NCOA), the U.S. Conference of Mayors Aging Task Force, and the full Senate and House Select Committee on Aging.
- In 189, President Ronald Reagan signed the first Senior Center Week Presidential Proclamation with the support of the National Institute of Senior Centers (NISC).
- By 2007, National Senior Center Week became so popular the NISC expanded the celebration of Senior Center to an entire month.

Fact Sheet on Senior Centers:

- Recognized by the Older American Act (OAA) as a community focal point, senior centers have become one of the most widely used services among America's older adults.
- Senior Centers serve as a gateway to the nation's aging network- Connecting 1 million older adults to vital community services.
- Senior Centers work in partnership with other community agencies and organizations and businesses to provide access to an array of opportunities for older adults to stay safe, active, and healthy.

Fact Sheet on Denton Senior Center

- Denton Senior Center is a 19,430-square-foot facility with a state-of-the-art fitness room, woodshop, game room, library, and several multipurpose rooms.
- Denton Senior Center is home to Aletha's Craft Store, a shop to purchase handmade items crafted by local seniors, where each purchase gives back to support the Parks Foundation.
- The center serves as a gathering place for adults, age 50 and older, to enjoy daily SPAN lunches and fellowship, monthly socials and seminars, frequent trips, and special events.

Fact Sheet on American Legion Hall

- The American Legion Hall was renovated in (2020) and serves as a gathering place for adults, age 50 and older, to partake in daily SPAN lunches, fellowship, and monthly socials, seminars, and frequent trips.

- American Legion Hall offer an array of programs including Tai Chi, dance classes, outdoor recreation, educational seminars, domino tournaments, and so much more!

Printed Materials to incorporate:

- Calendar at Senior Center
- Printed Fliers for events
- Create 2 banners to be placed at Denton Senior Center and American Legion Hall
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Proclamation:

August 16th, City Council will present a proclamation. Staff should take picture and give to marketing for social media posting. If staff are not able to take picture let marketing know to be in attendance and take pictures.

REPORT

Website Traffic

Denton parks page – 3,277 site sessions

Senior Programs page – 864 site sessions

Denton Senior Center page - 719 site sessions

American Legion Hall page – 66 site sessions

Email Campaign

Aug 29 (Senior Newsletter) – 6,654 sends, 46% open

Facebook Posts Main Denton Page

Aug 31– Employee Highlight Video – 619 reach, 39 engagements, 2 share, 2 comments

Sept 5 – (ALH) – 1,362 reach, 29 engagements, 2 shares, 0 comments

Sept 6 – (Senior Fitness Video) – 814 reach, 112 engagements, 6 shares, 1 comment

Sept 6 – (Blog) – 597 reach, 13 engagements, 0 share, 0 comment

Sept 7 – (Staff Spotlight) – 1,108 reach, 37 engagements, 0 share, 1 comment

Sept 8 – (Senior Tai Chi video) – 400 reach, 33 engagements, 0 share, 0 comment

Sept 13 – (Tech class) – 417 reach, 5 engagements, 0 share, 0 share

Sept 13 – (Economic video) – 539 reach, 47 engagements, 0 share, 1 comment

Sept 14 – (Staff Spotlight) – 1,599 reach, 89 engagements, 0 share, 5 comment

Sept 17 – (Senior Volunteer) – 1,148 reach, 50 engagements, 0 share, 1 comment

Sept 20 – (Finance) – 649 reach, 9 engagements, 0 share, 0 comment

Sept 21 – (Staff Spotlight) – 971 reach, 20 engagements, 1 share, 0 comment

Sept 21 – (Hispanic Heritage/ALH) – 346 reach, 20 engagements, 0 share, 0 comment

Sept 26 – (DSC) – 1,621 reach, 56 engagements, 4 share, 0 comment

Sept 27 – (Grand afternoons) – 931 reach, 27 engagements, 2 shares, 1 comment

Sept 28 – (Staff Spotlight) – 2,700 reach, 248 engagements, 1 share, 40 comments

Total- 15,821 Reach, 834 Engagements, 18 Shares, 52 Comments

Facebook Posts Denton Senior Page

Sept 1 – (Proclamation) – 181 reach, 21 engagements, 0 shares, 1 comments

Sept 6 – (Senior Fitness Video) – 116 reach, 13 engagements, 0 shares, 1 comment

Sept 14 – (Economic video) – 96 reach, 7 engagements, 0 share, 0 comment

Sept 14 – (Senior Volunteer video) – 123 reach, 22 engagements, 1 share, 0 comment

Total- 516 Reach, 63 Engagements, 1 Shares, 2 Comments

IG Posts

Sept 5 – (ALH) – 557 reach, 602 impressions, 11 likes

Sept 7 – (Staff Spotlight) – 254 reach, 264 impressions, 6 likes

Sept 8 – (Senior Fitness video) – 134 views, 12 likes

Sept 13 – (Economic Video) – 180 views, 13 likes

Sept 14 – (Staff Spotlight) – 249 reach, 273 impressions, 11 likes

Sept 17 – (Senior Volunteer) – 350 reach, 442 impressions, 15 likes

Sept 20 – (Finance) – 220 reach, 275 impressions, 4 likes

Sept 21 – (Staff Spotlight) – 155 reach, 161 impressions, 3 likes

Sept 26 – (DSC) – 384 reach, 418 impressions, 10 likes

Sept 28 – (Staff Spotlight) – 290 reach, 307 impressions, 10 likes

Total- 2,493 Reach, 3,055 Impressions, 95 Likes

Twitter Posts

Comments - 54

Aug 30- (Senior Proclamation) – 213 impressions, 5 engagements

Aug 31 – (Staff Spotlight video) – 427 views, 10 engagements

Sept 6 – (Healthy Aging) – 187 impressions, 4 engagements

Sept 6 – (Senior Fitness Video) – 94 views, 5 engagements

Sept 6 – (Blog post) – 97 impressions, 1 Engagement

Sept 7 – (Senior Spotlight) – 115 impressions, 7 engagements

Sept 8 – (Tai Chi) – 87 views, 1 engagements

Sept 13 – (Connecting) – 188 impressions, 3 engagements

Sept 13 – (ALH video) – 76 views, 4 engagements

Sept 20 – (Economic) – 136 impressions, 2 engagements

Sept 21 – (Senior Spotlight) – 127 impressions, 2 engagements

Sept 21 – (Hispanic month video) – 55 views, 1 engagement

Sept 27 – (Grand Afternoon) – 144 impressions, 3 engagements

Total- 1,946 Impressions, 46 Engagements

Print & Digital Ads

Resident Update

Citizen Connection

2 Banners – 1 at DSC and 1 at ALH

Proclamation from Mayor

Overall Total

Reach – 18,830

Engagements - 943

Impressions – 5,001

Likes - 95

Shares - 19



National Senior Center Month: Healthy Aging



City of Denton
1.79K subscribers

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285 views 4 months ago

It is National Senior Center Month and along with that a reminder to take care of our bodies. Whether it is relaxing with Tai Chi or getting your heart pumping with a game of pickleball, Denton's senior centers have multiple ways to help our active adults stay healthy and fit. **Show more**