

Sample Social Media posts and hashtags

LINK to DOWNLOADABLE GRAPHICS:

1. 1 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.1Oct.png>
2. 2 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.2Oct.png>
3. 3 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.3Oct.png>
4. 4 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.4Oct.png>
5. 5 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.5Oct.png>
6. 6 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.6Oct.png>
7. 7 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.7Oct.png>
8. 8 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.8Oct.png>
9. 9 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.9Oct.png>
10. 10 October: <http://awarenessweek.ipa-online.org/UserFiles/image/SocMedPost.10Oct.png>

AWARENESS WEEK WEBLINKS:

<https://awarenessweek.ipa-online.org/>

- ECN Webinar: <https://bit.ly/2ZD6ld7>
- SAARC Panel: <https://bit.ly/3m4c4QU>
- Virtual Behavioural Health 7th: <https://bit.ly/3zTDg9U>
- Virtual Behavioural Health 8th: <https://bit.ly/2Ybo3nQ>
- Day 1: <https://bit.ly/3AV9gvE>
- Day 2: <https://bit.ly/3ung5DT>
- Day 3: <https://bit.ly/3im2BDk>
- Day 4: <https://bit.ly/3AZOpHy>
- Day 5: <https://bit.ly/3ifzWQo>
- Day 6: <https://bit.ly/3kVrKXs>
- Day 7: <https://bit.ly/3AXLdw1>
- Day 8: <https://bit.ly/3CSBhEC>
- Day 9: <https://bit.ly/3m9qdMO>
- Day 10: <https://bit.ly/3ogvl4p>

Sample Social Media Posts

- **ECN Webinar:**
Calling all Early Career professionals- new ECN webinar: Perspectives on BPSD scheduled for 5 October:
<https://bit.ly/2ZD6ld7> as part of #OlderAdultMentalHealthAwarenessWeek
<https://awarenessweek.ipa-online.org/>
No cost to attend & includes live Q&A at the end
#OlderAdultMentalHealthMatters
- **SAARC Panel:**
Don't miss this live panel on 6 Oct: "Mental healthcare services and advocacy for older people: Voices from South Asia"
#OAMHAwarenessWeek <https://bit.ly/3m4c4QU>
@IPA_Online @WPA_Psychiatry @IndianPsychiat1 #SAARCPsychiatricFederation
#AsianFederationofPsychiatricAssociations

- **Virtual Behavioural Health 7th and 8th :**

With 2 live programs on 7 & 8 Oct, Dr Morris Freedman presents Virtual Behavioural Medicine Program: A Game Changer in Care for Neuropsychiatric Symptoms in Dementia <https://awarenessweek.ipa-online.org/>
 #OlderAdultMentalHealthAwarenessWeek
 @rotmanresearch #OlderAdultMentalHealthMatters



- **Day 1:**

It's HERE! #OlderAdultMentalHealthAwarenessWeek has launched, supporting #UNIDOP21 International Day of Older Persons on 1 October
<https://bit.ly/3AV9gvE>
 Join us for this 10 day 'week' raising awareness because #OlderAdultMentalHealthMatters
 @IPA_Online

Day 1- #OlderAdultMentalHealthAwarenessWeek <https://bit.ly/3AV9gvE> begins w a video message from IPA Bd member @MariaLapidMD w resources to support #UNIDOP21 Digital Equity for All Ages plus the Ageing Scientist podcast by @ClarissaGiebel
 #OlderAdultMentalHealthAwarenessWeek

- **Day 2:**

Day 2 of #OlderAdultMentalHealthAwarenessWeek focuses on Alzheimer's disease with a video message from @AlzDisInt CEO @PaolaBarbarino + resources, fact sheets, videos and more all on #Alzheimers and #ageing
<https://bit.ly/3ung5DT>
 #OlderAdultMentalHealthMatters

- **Day 3:**

We're up to Day 3 of #OlderAdultMentalHealthAwarenessWeek & today's theme is #Ageism incl the @WHO movie screening: <https://bit.ly/3ontLxK> + resources & a video message from @KRabheru @ILCCanada
<https://bit.ly/3im2BDk>
 #OlderAdultMentalHealthMatters

- **Day 4:**

On Day 4 #OlderAdultMentalHealthAwarenessWeek <https://bit.ly/3AZOpHy> focuses on Health Ageing incl a video msg from @IPTOPphysio Pres Hans Hobbelen, healthy movement resources, @WHO Decade of Healthy Ageing links, movie suggestions & more
 #OlderAdultMentalHealthMatters

- Day 5:**
 Day 5 is all about careers in #OlderAdultMentalHealth
 #ECN webinar: Perspectives in BPSD <https://bit.ly/2ZD6ld7>
 Incl a video msg from @BrentForester Pres AAGP @GerIPsyc & resources from Hellenic Psychogeriatric Assn
<https://bit.ly/3ifzWQo>
 #OlderAdultMentalHealthAwarenessWeek
- Day 6:**
 #OlderAdultMentalHealthAwarenessWeek Day 6 features 2 webinars, 1 LIVE <https://bit.ly/3m4c4QU>
 Panel presentation & 1 Spanish-language ON-DEMAND program <https://bit.ly/3kVrKXs>
 #OlderAdultMentalHealthMatters
- Day 7:**
 On Day 7 of #OlderAdultMentalHealthAwarenessWeek we turn the focus to Virtual care for #OlderAdults w a
 live webinar from Dr Morris Freedman @rotmanresearch + how the COVID-19 pandemic shifted
 #mentalhealthcare for #olderadults & highlighted inequities
<https://bit.ly/3AXLdw1>
- Day 8:**
 Day 8 kicks off #OlderAdultMentalHealthAwarenessWeek w the Virtual care webinar by Dr Freedman again &
 then turns to #OlderAdult #mentalhealth treatment & care: <https://bit.ly/3CSBhEC>
 Be sure to catch the latest video message as well! #OlderAdultMentalHealthMatters
- Day 9:**
 On Day 9 of #OlderAdultMentalHealthAwarenessWeek the focus shifts to #dementia w a video msg from
 @WorldDementia <https://bit.ly/3m9qdMO>
 Resources today also focus on #lewybody and #FTDementia
 #OlderAdultMentalHealthMatters
- Day 10:**
 Day 10 of #OlderAdultMentalHealthAwarenessWeek celebrates #WorldMentalHealthDay ensuring #olderadults
 don't get left out of the conversation <https://bit.ly/3ogvl4p>
 Find a closing message from incoming IPA Pres Dr Manabu Ikeda +resources from @WHO
 #OlderAdultMentalHealthMatters

Hashtags and Tagging:

#OlderAdultMentalHealthAwarenessWeek

#OAMHawarenessweek

#OlderAdultMentalHealthMatters

Twitter: @IPA_Online

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