California Voters on the Master Plan for Aging:  
A Call for Equity and Investment

Social Media Toolkit

On May 3, 2021, The SCAN Foundation and J. Wallin Opinion Research released survey results from 1,000 likely voters across California that gauged support of the Master Plan for Aging and state leadership investment in key goals.

To amplify the release of these findings, please use the following social media toolkit. This document provides sample content and suggested guidelines for engagement.

Website for All Poll-Related Content:  https://bit.ly/3aNRaAL

Relevant Hashtags

#MasterPlanForAging #CAbudget #CAgovernor
#Aging #Equity #Alzheimers

Relevant Twitter Handles for the May 3rd Poll Release and Briefing

@TSF_CEO Dr. Sarita Mohany, President and CEO, The SCAN Foundation
@TheSCANFndtn The SCAN Foundation

@Asm_Nazarian Assemblymember Adrin Nazarian

@kimwadedc Kim McCoy Wade, Director, California Department of Aging
@CalAging California Department of Aging

@JustinWallin1 Justin Wallin, J. Wallin Opinion Research
@justiceinaging Justice In Aging
@DisabilityCA Disability Rights California
@AlzNorCalNorNev Alzheimer's Association, Northern California & Northern Nevada
Sample Twitter/LinkedIn Posts and Associated Graphics

#California #voters have spoken – they want @CAGovernor and lawmakers to prioritize aging issues as the number of older adults is projected to double over the next 25 years #MasterPlanForAging #Equity https://bit.ly/3aNRaAL

Voters are calling on California’s elected leaders to invest in #aging and #equity, using the #MasterPlanForAging as the roadmap. #CAbudget https://bit.ly/3aNRaAL
#COVID-19 has laid bare inequities impacting #olderadults, #families, #caregivers, and communities of color across our states. #Voters overwhelmingly agree the #pandemic made it more urgent to prioritize the #MasterPlanForAging [https://bit.ly/3aNRaAL](https://bit.ly/3aNRaAL)

California’s #olderadult population is growing rapidly – we must prepare now to build a society where we can all age at home and in community. #MasterPlanForAging #Aging #Equity [https://bit.ly/3aNRaAL](https://bit.ly/3aNRaAL)
Alzheimer’s disease is one of the costliest diseases facing our future. Eight of 10 likely CA #voters believe addressing #Alzheimer’s is a critical part of the #MasterPlanForAging. #Aging #Equity
https://bit.ly/3aNRaAL

Guidelines for Engagement
- Use all the tools available on each platform (i.e., tags, stickers, filters, stories/fleets).
- Post graphics, pictures, and videos for greater engagement with hashtags provided.
- Share and comment!

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