**Older Americans Month: Social media template**

Highlight your organization’s commitment to patients by celebrating Older Americans Month in May with this customizable social media template to share on LinkedIn, Facebook or Instagram:

*Join us in recognizing Older Americans Month, led by the Administration for Community Living. You can also show [organization’s name] commitment to older adults by signing the Pledge of Support for Age-Inclusive Telehealth on behalf of your department. Join 50+ healthcare systems, advocates and philanthropy leaders across the country who have pledged their commitment to telehealth principles and guidelines that meet the unique needs of aging Americans.* *Learn more about the Pledge:* <https://ce4ta.org/pledge/>

*This year’s Older Americans Month theme is Powered by Connection, which celebrates the power of social connections and relationships. Strong social connections have numerous benefits for older adults, including better mental and physical health. Here are a few ways to help your patients feel more connected to their healthcare team through telehealth best practices:*

* *Consider older adults’ physical, cognitive, cultural and linguistic differences when developing and modifying your telehealth program.*
* *Account for technology literacy, connectivity and readiness of older adults and their caregivers.*
* *Ensure your staff and providers engage in ongoing education about telehealth best practices.*
* *Incorporate families and caregivers when appropriate.*
* *Ensure telehealth options reduce avoidable costs and time to see providers.*
* *Account for older adults’ healthcare goals and preferences.*
* *Facilitate safe, coordinated transitions of care and access to older adults’ health records.*

*#PoweredByConnection #OlderAmericansMonth*