

# Careers IN AGING — Month —

## RESOURCE TOOLKIT



THE ERICKSON SCHOOL  
OF AGING STUDIES



# Join us in Promoting Diverse Career Paths in the Field of Aging

As we live longer and healthier lives, the demand for professionals in aging-related fields has grown. Organizations worldwide recognize the diverse career paths available in aging, from businesses to healthcare providers.

Careers in Aging Month is our chance to spotlight these opportunities, inspiring the next generation and fostering innovation in the field. Together, let's spread awareness and excitement about the myriad possibilities awaiting those interested in aging careers.

## Ideas for Promoting

### Host a Virtual Event (use a fun icon for subheads)

- > Feature engaging speakers to present online who will delve into the latest advancements and research shaping the future of Aging.
- > Host a virtual event with Careers in Aging Month to raise awareness about diverse careers in the field of aging.
- > Offer a live or recorded webinar tailor-made for your local public school system and ignite curiosity about the endless career possibilities within the aging field.

### Inspire the Next Wave

- > Schedule online visits with local middle and high schools, igniting passion for careers in aging among students.
- > Share your journey and illuminate the countless opportunities available across all levels of education and training.

### Spread the Word

- > Elevate awareness by submitting compelling letters to editors or contacting local reporters, emphasizing the significance of nurturing the next generation of aging professionals.
- > Advocate for innovation in aging by championing new ideas and programs that will revolutionize the field.

### Get Social, Get Involved:

- > Support the field of Aging by sharing informative articles, groundbreaking research, and uplifting news on social media platforms.
- > Engage with the #careersinaging community, amplifying the conversation through likes, shares, and comments.
- > Share your narrative: Convey why you ventured into the aging field and its profound impact on your journey.

# Careers in Aging Logo

Download the Careers in Aging logo so you can include it in promotional literature and your email signature.

Careers  
IN AGING

passion • purpose • possibilities

Careers  
IN AGING

— Month —

## Logo Misuse

Careers  
IN AGING  
passion • purpose • possibilities

Do not alter the logo

Careers IN AGING passion • purpose • possibilities  
Careers IN AGING — Month —

Do not condense logo

Careers IN AGING passion • purpose • possibilities  
Careers IN AGING — Month —

Do not change logo colors

Careers IN AGING passion • purpose • possibilities  
Careers IN AGING — Month —

Do not extend logo

Careers IN AGING passion • purpose • possibilities  
Careers IN AGING — Month —

Do not skew logo

Careers  
IN AGING  
passion • purpose • possibilities

Do not use tagline: passion • purpose • possibilities  
under logo if the width is 1.25 inch wide or less



LINK TO MONTH LOGO



LINK TO CIA LOGO

# Flyer

Pass out the Careers in Aging Month Flyer to spread the word.



Flyer



LINK TO MATERIALS

# PowerPoint Slides

Include the slide in your presentations as you present during virtually.



PowerPoint Template



LINK TO MATERIALS

# Zoom Background

Spread the word about Careers in Aging Month by using this background during your zoom meetings.



Zoom Backgrounds



LINK TO MATERIALS

Resource Toolkit

Careers  
IN AGING

IDEAS

LOGO

RESOURCES

SOCIAL MEDIA

# Social Media



Facebook, Twitter, LinkedIn



**LINK TO MATERIALS**

Let's ignite excitement and passion for Careers in Aging Month @geronsociety

## Sample Posts

### Careers in Aging Month Social Media – Join the conversation

Here are some fantastic ways you can help shine a spotlight on Careers in Aging Month and showcase the incredible individuals driving innovation in the field of aging.

#### Suggested Posts:

- > Let's harness the power of promotion to illuminate the pathways to success in aging careers. Together, we can inspire, educate, and empower the next generation of changemakers in this vital field. #CareersInAging @geronsociety
- > I work in the field of aging because [Fill in your "Why"]. Why did you become an aging professional? #CareersInAging @geronsociety
- > Happy Careers in Aging Month to all my fantastic colleagues shaping the future of aging. Why did you choose to be an aging professional? Share your story below. #CareersInAging @geronsociety
- > Cheers to Careers in Aging Month! I'm proud to be part of a field that embraces diversity and endless opportunities. Let's spread the word and inspire others to join us! #CareersInAging @geronsociety
- > Why settle for a job when you can have a passion? Join me in celebrating Careers in Aging Month, and let's show the world why we love what we do! #CareersInAging @geronsociety
- > Did you know? The field of aging offers many career paths for people of all backgrounds and education levels. Let's celebrate Careers in Aging Month by exploring the endless possibilities together! #CareersInAging @geronsociety
- > It's Careers in Aging Month, and I couldn't be prouder to work in a field that values compassion, innovation, and growth. What's your role in shaping the future of aging? Share below. #CareersInAging @geronsociety
- > Let's shine a spotlight on the importance of Careers in Aging Month! Together, we can inspire the next generation to pursue rewarding careers in aging and make a difference in the lives of others. #CareersInAging @geronsociety
- > Spread the word about Careers in Aging Month! Inspire the next generation to pursue a career in the aging field. #CareersInAging. @geronsociety
- > From universities to senior living communities, the aging field is bursting with opportunities waiting to be explored. Join me in spreading the word and unlocking the potential of Careers in Aging Month. #CareersInAging @geronsociety