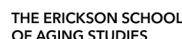




CAREERS IN AGING**WEEK**

March 26 - April 1, 2023

RESOURCE **TOOLKIT**



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

People are living longer and populations are aging worldwide. The demand for professionals with expertise in aging is growing rapidly. Careers in Aging Week is observed by businesses, clinics, coalitions, organizations, universities, colleges, health care providers and other parties across the world. The goal of Careers in Aging Week is to bring greater awareness and visibility to the wide-ranging career opportunities in the field of aging.

Please utilize the materials provided in this toolkit to spread the message.

Ideas for Promoting Careers in Aging

Host a virtual event

Consider hosting a virtual event in conjunction with Careers in Aging Week to raise awareness about the diverse careers available in the field.

- Invite a speaker to present online to talk about advances in the field and research that will provide a better, brighter future.
- Offer a live or recorded webinar to your local public school system about the many career paths available in the aging field.

Inspire the next generation

- Schedule an online visit with your local middle or high school where you can speak to students about your experience in the aging field and the many opportunities available to them across all education or training levels.

Spread the Word

- Submit a letter to the editor or send an e-mail to a local reporter to let them know about Careers in Aging Week and the importance of encouraging the next generation to enter the field bringing new ideas and programs to advance innovation in aging.

Get Social

- Show your support for the field of aging—post articles, research or news. Don't forget to tag us on Facebook or Twitter (@GeronSociety).
- Look for #careersinaging and like, share, and comment.
- Tell your story about why you entered the aging field and how it has inspired you. Check out sample social media posts in the Social Media section.

Careers in Aging Week Logo

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



LOGO MISUSE



Do not modify logo



Do not condense logo



Do not change logo colors



Do not extend logo



Do not skew logo

PNG

[Link to Materials](#)

Flyer

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



FLYER

[Link to Materials](#)

PowerPoint Slides

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



COVER SLIDE

POWERPOINT TEMPLATE

[Link to Materials](#)

Zoom Background

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



ZOOM BACKGROUND

[Link to Materials](#)

IDEAS

LOGO

RESOURCES

SOCIAL MEDIA

Social Media



FACEBOOK, TWITTER,
LINKEDIN

[Link to Materials](#)

Sample Posts

Careers in Aging Week Social Media – Join the conversation

Here are some ways you can help spread the word about careers in aging week and let everyone see the real faces of those who work in the aging field.

Suggested Posts:

You can modify these messages and add appropriate images to use on different platforms

- Happy Careers in Aging Week to all my fellow colleagues who work in the field of aging!
#CareersInAging @geronsociety
- I work in the field of aging because [Fill in your "Why"]. Why did you become an aging professional? #CareersInAging @geronsociety
- I'm celebrating Careers in Aging Week because I'm proud to work in the field of aging! Help spread the word about #CareersInAging. @geronsociety
- The aging field offers a diverse number of jobs for people with many different education levels and backgrounds #CareersInAging @geronsociety
- Careers in Aging Week is here! I'm proud to work in a field that offers diverse career paths and many job opportunities. I work as a [Fill In Job] for [Fill In Type of Company] in the field of aging. #CareersInAging @geronsociety
- Celebrating Careers in Aging Week is important because [Fill In]. #CareersInAging @geronsociety
- Spread the word about Careers in Aging Week! Inspire the next generation to pursue a career in the aging field. #CareersInAging. @geronsociety
- Opportunities abound in the aging field in universities, senior living and assisted living communities, hospitals, long-term care, and other workplaces. Explore the possibilities. #CareersInAging @geronsociety