

Simple SENIOR CENTRE

Social Media Campaigns That Deliver Results!

Older Adult Centres' Association of Ontario
Association des centres pour aînés de l'Ontario

OACAO

The Voice of Older Adult Centres
La voix des centres pour aînés

Social Media: Engagement Essentials

Why Social Media Matters For Senior Centres

It strengthens community connection, boosts participation, and provides an accessible, real-time communication channel for older adults.

The Core Strategy: Showcase Active Living

Harness the strength of social media for your centre's benefit.

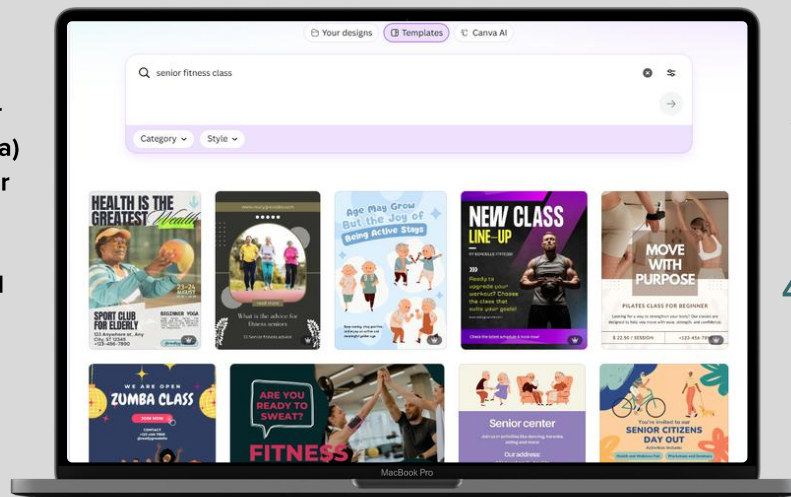
- Highlight real programs, real people, real enjoyment
- Prioritize authenticity over polish
- Use content categories to stay consistent



Post Content Design

Keep it simple but make it impactful!

- 1 Use a free platform for designing posts (Canva) or your paid version for more features.
- 2 Use brand colours and large fonts. Employ high-contrast text for accessibility.



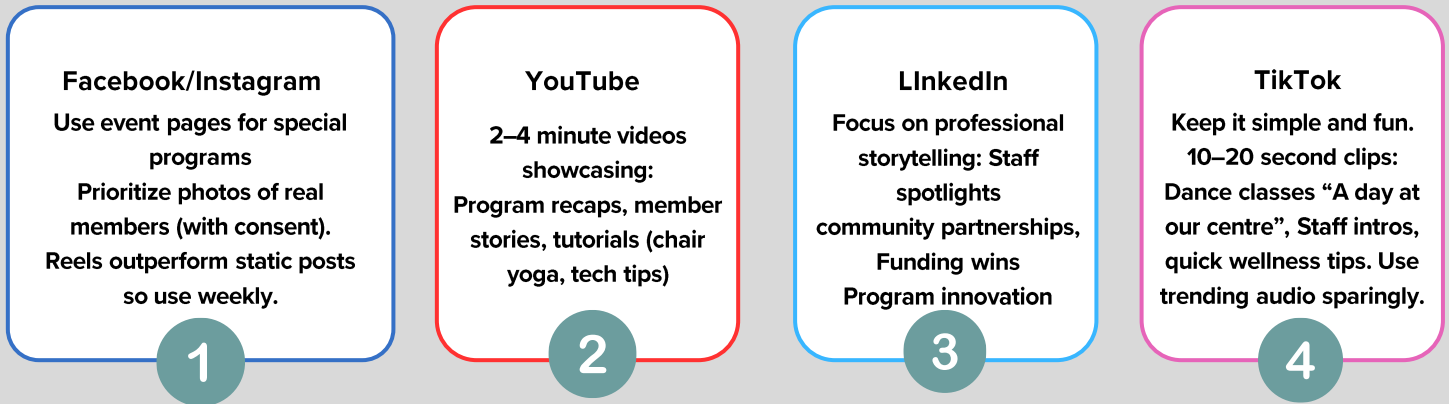
- 3 Use templates for events, quotes, program highlights and staff spotlights.
- 4 Resizing tool can quickly adjust for different post sizes (stories etc.).

Platform Overview: What Each Does Best

All platforms are important to showcase your centre in different ways to diverse audiences.

- Meta (Facebook/Instagram): community building, events, photos, reels
- LinkedIn: partnerships, grants, staff culture, thought leadership
- YouTube: long-form videos, storytelling, program highlights, education
- TikTok: fun, light, personality-driven short videos

In priority sequence, use these platforms to grow your reach -



Writing Captions That Work

Tell your story, connect with your audience.

A caption is the written element that accompanies your photo or video on social media. Its purpose is to give the visual context—adding meaning, emotion, or direction so your audience knows what to feel, understand, or do next.

- Keep them short
- Use warm, inclusive language
- Add a clear CTA (call-to-action): “Join us this Thursday!”
“Call to register!”, “See the full schedule on our website”



Photo & Video: Best Practices

Strong images and video content is critical to promoting your centre on social media.



- Use natural light when possible and capture candid moments
- Be sure to always get consent, inform talent of video/image uses
- Take horizontal video for YouTube, vertical for Meta and TikTok.
- Capture 5-10 second clips for each activity - can use a montage
- Use platform editing tools and templates

Sample Content Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1 April Events April Events	2 Easter Brunch April Events	3 - Good Friday	4 April Events April Events
5 - Easter Brunch Happy Easter Happy Easter	6 Easter Recap Easter Recap	7 Easter Recap Easter Recap	8 Member Mail-Out Email- Renew	9	10 Open House Open House	11 Meet, our Members Meet, our Members
13 Move Mondays Move Mondays	14 Become a Member Become a Member	15	16 Become a Member Become a Member	17	18 Meet, our Members Meet, our Members	19 Meet, our Members Meet, our Members
19	20 Open House Open House	21 Meet, our Members Meet, our Members	22 Open House Open House	23 Open House Open House	24	25 - Open House Open House Open House
26 Move Mondays Move Mondays	27 Open House Recap Open House Recap	28	29 Spring Article Month Recap	30	1	2

Platform

Facebook
Instagram
LinkedIn
YouTube

Campaign Framework- The 3-3-1 Model

For small teams with limited time use a pared-down 3-1-1 model

- 3 weekly posts (Meta + LinkedIn)
- 3 weekly short videos (Reels + YouTube Shorts)
- 1 monthly hero story (long-form Video on YouTube or LinkedIn article)

Content Categories

When attracting new prospects, here are some main areas to focus on -

Programs & Activities

Showcase range of classes, outings and clubs.



People & Stories

Highlight your members, thank volunteers and profile staff.



Health & Wellness

Provide tips, promote workshops and active living fairs, connect viewers to resources.



Community & Events

Promote celebrations, partnerships and community and centre fundraisers.



Hashtags & Tagging

- **Meta:** 3–5 hashtags; tag partners, instructors, local orgs
- **LinkedIn:** 3–6 hashtags; tag staff and partners
- **TikTok:** 3–5 hashtags; include one trending tag
- **YouTube:** use keyword-rich titles + descriptions; tags matter less



Scheduling & Consistency



- Use Meta Business Suite for Facebook & Instagram
- Use LinkedIn's built-in scheduler
- Use YouTube Studio for Shorts + long-form videos
- TikTok: post manually or use a simple scheduler
- Batch content monthly to reduce workload

Engagement Strategy

- Reply to every comment within 24 hours
- Ask questions in captions
- Encourage members to share posts with friends
- Celebrate milestones and achievements
- Grow your audience by inviting contacts to follow your accounts
- Select high-volume keywords for hashtags for your posts and accounts to grow your views and attract new followers



Measuring Success

Track the following metrics using your analytics, tools and team -

- Reach
- Engagement
- Clicks
- Event RSVPs
- Calls or inquiries
- Program attendance lift
- Focus on directional improvement, not perfection



Designed by-



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