


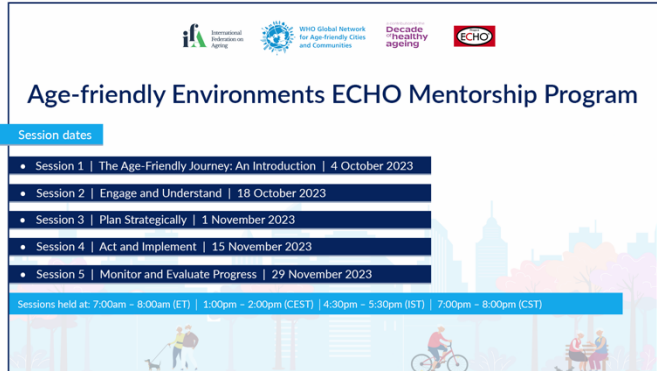
Age-friendly Environments ECHO: Second Edition

Social media toolkit



Sample posts and visual assets

The following images were developed with the optimal dimensions to share on **Twitter, Facebook, LinkedIn**.
For any other file format (i.e., Instagram), please do not hesitate to reach out by email to Berenice Anaya, **Director, Strategic Communications** at banaya@ifa.ngo.

Please click on the image next to the text to be able to download it in a high-resolution version.

Platform	Character count	Sample post	Visual asset
<p>LinkedIn / Facebook</p>	<p>547</p>	<p>Are you an emerging leader of an age-friendly city/community or in a position to influence age-friendly community development? Are you interested in gaining the skills needed to lead, influence and implement age-friendly initiatives? Join the second English edition of the WHO and IFA's Age-friendly Environments ECHO, an opportunity to share knowledge and learn from experts and other learners. This second edition will focus on promoting age-friendly environments in low- and middle-income countries, all are welcome! https://ow.ly/3AVB50PG1e2</p>	 <p>The poster features logos for IFA, WHO, Decade of Healthy Ageing, and ECHO. The title is 'Age-friendly Environments ECHO Mentorship Program'. Below the title, it says 'Gain the skills needed to lead, influence and implement age-friendly initiatives!'. There are three icons: an 'i' for '5-session innovative and collaborative learning cycle', a 'Zoom' icon for 'Via Zoom', and a calendar icon for 'Biweekly sessions 4 October to 29 November 2023'. Time slots are listed for Toronto (7:00am - 8:00am ET), Geneva (1:00pm - 2:00pm CEST), New Delhi (4:30pm - 5:30pm IST), and Beijing (7:00pm - 8:00pm CST).</p>
<p>Twitter</p>	<p>242</p>	<p>Boost your knowledge as an emerging or established leader in age-friendly communities through the Age-friendly Environments ECHO. Register now for this innovative 5-session learning cycle! @UNDecadeAgeing @IFAgeing https://ow.ly/3AVB50PG1e2</p>	 <p>This poster is similar to the one above but includes a 'Session dates' section with a list of sessions: Session 1 The Age-Friendly Journey: An Introduction 4 October 2023; Session 2 Engage and Understand 18 October 2023; Session 3 Plan Strategically 1 November 2023; Session 4 Act and Implement 15 November 2023; Session 5 Monitor and Evaluate Progress 29 November 2023. At the bottom, it lists 'Sessions held at: 7:00am - 8:00am (ET) 1:00pm - 2:00pm (CEST) 4:30pm - 5:30pm (IST) 7:00pm - 8:00pm (CST)'. The background features an illustration of a city with people walking, a person on a bicycle, and a person sitting on a bench.</p>

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<p>LinkedIn / Facebook</p>	<p>419</p>	<p>The Age-friendly Environments ECHO is a ground-breaking initiative which fosters collaboration and knowledge sharing! Emerging age-friendly leaders and community leaders interested in making their communities more age-friendly are encouraged to register today for this 5-session learning cycle. Age-friendly leaders from low- and middle-income countries are particularly encouraged to apply. https://ow.ly/3AVB50PG1e2</p>	 <p>Age-friendly Environments ECHO Mentorship Program</p> <p>An exciting 5-session learning cycle focused on supporting emerging leaders to promote age-friendly environments.</p> <ul style="list-style-type: none"> Biweekly sessions 4 October to 29 November 2023 Learn from leading experts in the field of age-friendly environments Be part of a growing community of age-friendly champions
<p>LinkedIn / Facebook</p>	<p>372</p>	<p>Are you an emerging leader of an age-friendly city/community and interested in developing the skills needed to lead, influence and implement age-friendly initiatives? The Age-friendly Environments ECHO Mentorship Program aims to build and grow a community of age-friendly champions. Register today for this innovative 5-session learning cycle! https://ow.ly/3AVB50PG1e2</p>	 <p>Age-friendly Environments ECHO Mentorship Program</p> <p>Be part of this ground-breaking initiative focused on promoting the development of age-friendly environments!</p> <p>Biweekly sessions via Zoom 4 October to 29 November 2023</p> <ul style="list-style-type: none"> Toronto: 7:00am – 8:00am (ET) Geneva: 1:00pm – 2:00pm (CEST) New Delhi: 4:30pm – 5:30pm (IST) Beijing: 7:00pm – 8:00pm (CST)

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<p>Twitter</p>	<p>273</p>	<p>The AFE ECHO Mentorship Program is a ground-breaking initiative that creates the opportunity for emerging age-friendly leaders to gain the knowledge necessary to drive the age-friendly model within their own cities and communities! Register here: https://ow.ly/3AVB50PG1e2</p>	
<p>LinkedIn / Facebook</p>	<p>364</p>	<p>Are you an emerging or established leader of an age-friendly city or community? Register for the WHO and IFA-led Age-friendly Environments ECHO Mentorship Program and help to create a network of individuals and organizations with the goal of prioritizing the development and implementation of age-friendly environments around the world! https://ow.ly/3AVB50PG1e2</p>	