

# Careers in Aging Week Campaign Calendar

March 26 – April 1, 2023

## Monday, March 27

TASK	ASSET
<b>Host Event:</b> Community open house	<a href="#">Careers in Aging Week Flyer</a> <a href="#">Careers in Aging Week PowerPoint Template</a>
<b>Post on Facebook and Instagram:</b> <i>Happy Careers in Aging Week to all my fellow colleagues who work in the field of aging!</i> #CareersInAging #LeadingAge	<a href="#">Facebook Graphic</a>
<b>Share resource on website or newsletter</b>	<a href="#">Workforce two-pager</a>
<b>Tweet:</b> Caregivers build strong bonds with the older adults they support. Caregiving is a career that loves you back. #CareersInAging @LeadingAge @GeronSociety	<a href="#">Careers in Aging Week Twitter Image</a>

## Tuesday, March 28

TASK	ASSET
<b>Tweet:</b> The aging services sector needs 7.9 million additional professionals by 2030 – join us! #CareersInAging @LeadingAge @GeronSociety	<a href="#">Careers in Aging Week Twitter Image</a>
<b>Post on Facebook and Instagram:</b> <i>I work in the field of aging because [Fill in your “Why”]. Why did you become an aging professional? #CareersInAging #LeadingAge</i>	<a href="#">Facebook Graphic</a>
<b>Post on LinkedIn:</b> <i>The field of aging offers diverse jobs for people with many different education levels and backgrounds</i> @LeadingAge @GeronSociety	<a href="#">LinkedIn Graphic</a>

## Wednesday, March 29

### TASK

**Tweet:** Careers in senior care are more diverse than you think. Whether you're a caregiver, cook, a leader — we have a career for you!  
#CareersInAging @LeadingAge  
@GeronSociety

### ASSET

[Careers in Aging Week](#)  
[Twitter Image](#)

### Post on Facebook, Twitter, Instagram:

*I'm celebrating Careers in Aging Week because I'm proud to work in the field of aging! Help spread the work about #CareersInAging #LeadingAge*

[Facebook Graphic](#)

### Share resource on website or newsletter

[Diverse jobs in aging services](#)

## Thursday, March 30

### TASK

**Event:** Give presentation to local high school or college students

### ASSET

[High school student PowerPoint](#)

[Careers that Make a Difference: Finding your Path in Aging Video](#)

[College student Resource](#)

[The Mentor's Voice Podcast](#)

### Post on Facebook and Instagram:

*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 #LeadingAge*

[Facebook Graphic](#)

### Post on LinkedIn:

*Opportunities abound in senior living, assisted living, long-term care, homecare, and hospice. Explore the possibilities at [\[careers page link\]](#). @LeadingAge*

[LinkedIn Graphic](#)