A vertical bar on the left side of the page, consisting of a black top section with a white stylized 'A' symbol, followed by thin horizontal stripes in yellow, red, and green, and a larger blue section at the bottom.

SAFE BANKING FOR SENIORS

Social Media Guide





Facebook

As one of the fastest growing social media platforms for older adults, Facebook is a great place to raise awareness and promote Safe Banking for Seniors. According to the Pew Research Center, 61 percent of US adults between 50 and 64 years old, and 36 percent over the age of 65, use Facebook. Here are some tips to enhance your banks' outreach:

- Become a fan of the [American Bankers Association](#) Facebook page.
- Tag the American Bankers Association's Facebook page in your posts related to Safe Banking for Seniors.
 - Tagging the American Bankers Association's Facebook page in your posts will make it appear on our page—giving you extra exposure!
 - Tagging ABA and the group/organization you're presenting to allows others to use the "share" button and promote activity on other timelines.
 - To tag, simply type @ before the name of the Facebook page. For example, to tag ABA you would type "@American Bankers Association" into your post and select American Bankers Association from the dropdown menu (see example below).
 - You'll know the organization has been properly tagged when the name appears blue.



- You'll notice the hashtag in the example above is also blue. This is because Facebook recognizes hashtags the same way Twitter does. You can search hashtags and engage in conversations just as you do on Twitter.
- Search hashtags to find like-minded programs and to get content ideas, such as: #SafeBankingForSeniors, #SeniorFraud and #ElderFinancialAbuse.
- Use the sample posts under the proposed content section of this document to help you craft your Facebook posts.



Twitter

- Follow the [@ABABankers](#) Twitter account.
- Use the hashtag #SafeBankingForSeniors in your tweets about elder financial abuse and efforts to educate older customers.
- Use the customizable messaging points under the proposed content section of this document to help craft your tweets.
- Keep up with @ABABankers and retweet newsworthy posts for your followers.

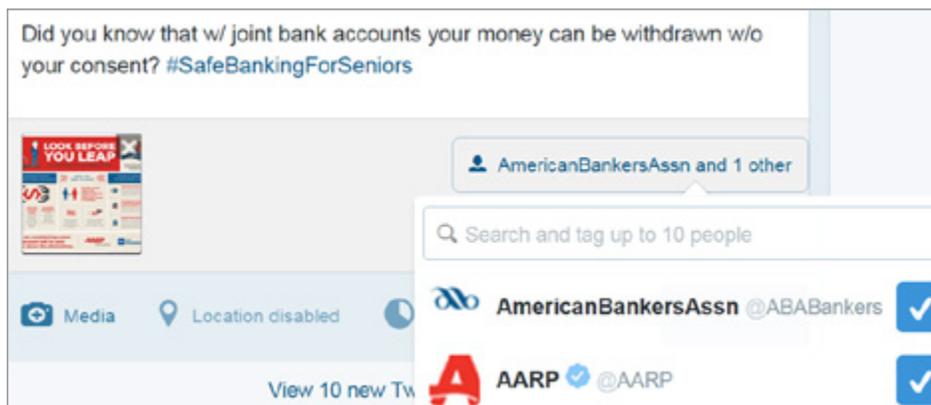
There are a number of opportunities during the year to engage in conversations about elder financial abuse. May is #OlderAmericansMonth, June 15 is #WorldElderAbuseAwarenessDay and November is National Family Caregivers Month. Also, search hashtags like #SeniorFraud and #ElderFinancialAbuse to find opportunities to engage.





Twitter (continued)

- Twitter allows you to upload media content and tag up to 10 people in your post.
 - o Click the media toggle to upload images directly from your computer into your post.
 - o To tag related people, companies or organizations, type the name in the tag search box and locate the registered name to tag to your post.
 - o Tagging people or organizations allows others to use the “share” button and promotes activity on other timelines. In addition, tagging people or organizations helps your posts gain more exposure.





Below are sample social media posts created for Twitter – in other words, they're 280 characters or less. You can customize these for other social media outlets like Facebook. Source information is included in parenthesis for your reference but is not necessary to include in your posts..

Facts on Older Americans and Elder Financial Abuse

- Did you know that individuals aged 50+ own 70% of U.S. bank deposits? Find ways to protect your money: http://www.aba.com/Consumers/Pages/Consumer_PYM.aspx #SafeBankingForSeniors (Source: ABA Foundation Older Americans Benchmarking Report)
- Did you know that w/ joint bank accounts your money can be withdrawn w/o your consent? #SafeBankingForSeniors <http://www.aba.com/Engagement/Documents/ABAAARPJointAccounts.pdf>
- FACT: According to @NCOAging approximately 1 in 10 Americans aged 60+ have experienced some form of #ElderAbuse #SafeBankingForSeniors.
- 90% of #ElderAbuse and neglect incidents involve family members. @NCOAging #SafeBankingForSeniors (Source: The National Council on Aging)
- \$2.9 billion = the cost of #ElderFinancialAbuse to older Americans. #SafeBankingForSeniors (Source: @MetLife)
- Check out tips to help protect your financial well-being: <http://www.aba.com/Consumers/Pages/ProtectingTheElderly.aspx> #SafeBankingForSeniors
- In 1963, only 17 million Americans had reached their 65th birthday. By 2060, persons aged 65+ =98 million! @ACLgov #SafeBankingForSeniors (Source: Administration for Community Living, HHS)
- Every year an estimated 5 million older Americans are victims of #ElderFinancialAbuse, neglect or exploitation @NCOAging #SafeBankingForSeniors (Source: The National Council on Aging)
- According to @NCEAatUSC, the fastest growing segment of America's population consists of those 85 and up. #SafeBankingForSeniors



Safe Banking Tips for Seniors

- Save the fraudsters a trip to the mailbox! Sign up for direct deposit for all checks. #SafeBankingForSeniors
- Unsolicited offers from unfamiliar companies can be a segway into fraud traps. Be wary of mail and phone calls from strangers! #SeniorFraud #SafeBankingForSeniors
- Regularly monitor your statements and report any unauthorized transactions to your bank. #SafeBankingForSeniors
- What you need to know about joint bank accounts: <http://www.aba.com/Engagement/Documents/ABAAARPJointAccounts.pdf> #SafeBankingForSeniors
- Don't become a victim! Exercise these tips to safeguard your information and steer clear of #SeniorFraud. <http://www.aba.com/Consumers/Pages/ProtectingTheElderly.aspx> #SafeBankingForSeniors
- Get out of the fraudsters phone traps! Sign up for the National Do Not Call Registry at <https://www.donotcall.gov/>. #SafeBankingForSeniors
- Protect the ones you love! What you should know about #ElderFinancialAbuse: <http://www.aba.com/Consumers/Pages/ProtectingTheElderly.aspx> #SafeBankingForSeniors
- Know the warning signs! Use these tips from @AARP to spot early warning signs of #ElderFinancialAbuse. <http://www.aarp.org/money/scams-fraud/info-2015/how-to-spot-early-warning-signs-of-elder-financial-abuse.html> #SafeBankingForSeniors



Common Scams Perpetuated Against Elder Adults

- Never wire money to people you don't know, no matter how convincing they may be. #SafeBankingForSeniors #SeniorFraud
- Common types of #ElderFinancialAbuse include IRS imposters, #InvestmentFraud, lottery/sweepstakes scams. #SafeBankingForSeniors
- “Grandchild” calling you on the phone frantic with an urgent request for money? Verify who you are speaking with before you act! #SeniorFraud #SafeBankingForSeniors
- #InvestmentFraud is one of the most common types of fraud perpetuated against older Americans #SafeBankingForSeniors
- “Act now! Limited time offer! Guaranteed returns!” Know the scams before they make their way into your inbox. #SeniorFraud #SafeBankingForSeniors
- Never “pay to play.” A legitimate sweepstake offer will never ask you for money upfront. Know the facts before it's too late. #SeniorFraud #SafeBankingForSeniors
- Can a high investment = low risk? Know the facts before you invest! #InvestmentFraud #SafeBankingForSeniors

When crafting original posts, think about these questions:

- What resources have you found most helpful in preventing elder financial exploitation/abuse?
- What are some signs of elder financial exploitation?
- What common scams do you come across that you can share with customers to help prevent senior fraud?