

National Resource Center for Reaching Victims Older Victims of Crime Social Media Toolkit

Developed by The National Clearinghouse on Abuse in Later Life

Social media can be a critical tool in sharing the stories, needs, and barriers for older survivors of crime and abuse. We invite you to use this toolkit to help expand your networks' knowledge of and access to services for older survivors.

How to Use this Toolkit:

Below you will find tips for using Facebook, Twitter, and Instagram to bolster awareness on issues related to older victims of crime. Each section includes images, sample text, and hashtags for each social media outlet. You can use the text as-is or modify it to fit your needs. Additional resources/links are included in each section for your continued knowledge on each topic and to support your efforts in creating original social media content based on reliable information. Zip files are included with images sized properly for each social media outlet. Each file corresponds with a number given in this document.

Considerations for Accessibility:

Whenever posting any photos or graphics, we recommend including alternative text to make it accessible. Alternative text is nonvisible text that you add to an online image that explains the meaning of the image to people who are blind. Below are instructions for enabling alternative text adapted from the [National Resource Center for Reaching Victims](#):

Facebook:

1. Facebook automatically adds alternative text for images, but it isn't very precise. To expand and edit the alternative text: Click **Photo/Video** at the top of your News Feed.
2. Select the photo you want to add.
3. Click **Edit Photo**, then click **Alt Text**.

4. The automatically generated text will be shown on the left side of your photo. Click **Override generated alt text** to edit it.
5. Write your alt text in the box.
6. If you wish to revert to the automatically generated text, click **Clear**.
7. To save your alt text, click **Save** in the bottom right.
8. To change alt text in a photo that is already posted, click on the image, click on “**options**” under the photo and click “**change alt text.**”

Instagram:

To include alternative text on Instagram:

1. After adding your photo and writing your caption, click the “**Advanced Settings**” link at the bottom of your screen.
2. Under the “**Accessibility**” heading click “**Write Alt Text**”
3. To add alt text to an already posted image click the “...” to at the top right of your posted image
4. Click **Edit**
5. Click the “**Edit Alt Text**” link on the bottom right of your image.

Twitter:

To include alternative text on Twitter you must enable the app's alternative text feature:

1. Navigate to **Settings** > Privacy> Accessibility > and turn on *Compose image descriptions*.
2. When you post a graphic, you'll see a circle on the bottom right of the image that says +ALT. Click the +ALT circle to “*Describe this image for the visually impaired.*”
3. Click on the **Tweet compose** button
4. Attach your graphic(s) or photo(s).
5. Open the thumbnail preview dialog by clicking on the thumbnail photo.
6. Type your description of the image and click the **Apply** button. To edit the description, re-open the thumbnail preview dialog prior to posting the Tweet.

To learn more about creating accessible social media visit the resources page on NRC website: <http://reachingvictims.org/resource/tips-for-using-accessible-social-media/>

Hashtags:

Hashtags help followers find content that interests them. Include hashtags to help draw in followers, and to have your content included in a broader range of feeds outside of your current follower list. Search your social media feeds for hashtags that makes the most sense to include in each post. Potential hashtags to include in your posts are: #OlderAdults #ElderAbuse #Aging #Ageism #Intersectionality #VictimServices #VictimCentered #AntiOppression #LGBTQ #AntiViolence #GenderBasedViolence #DomesticViolence #SexualAssault

Including your hashtags at the end of your post rather than interspersed throughout the text ensures that [screen readers](#) will catch them clearly.

7. Dynamics and Barriers

Facebook:

The dynamics of abuse in later life are often very similar to abuse experienced by younger victims. However, older adults often experience additional barriers when reaching out for help. They may have health, mobility, or cognitive disabilities that complicate their ability to access services. Reviewing agency policies and practices to assure they are designed to meet some of the unique needs of older victims who have been harmed. Check out the @ncall.us resource library to learn more about the dynamics of abuse, and strategies for addressing barriers: <https://www.ncall.us/resources/publications-library/>

#ElderAbuse #DomesticViolence #GenderViolence

Instagram:

The dynamics of abuse in later life are often very similar to abuse experiences by younger victims. Older adults often experience additional barriers when reaching out for help. They may have health, mobility, or cognitive issues that complicate their ability to access services.

Review your agency policies and practices to assure they are designed to meet some of the unique needs of older victims who have been harmed.

Link in bio for resources on the dynamics of abuse, and strategies for addressing barriers.

#Aging #ElderAbuse #CulturallyResponsive #VictimCentered
#Intersectionality #OlderAdults #Ageism

Twitter:

Learn about barriers older victims of abuse face when reaching out for help. Review your practices to better meet their needs and increase access to services. See @ncall_us resources for more info ncall.us/resources/publications-library/ #ElderAbuse

Alt Text Recommendation:

Older Black man sitting with his arms resting on his legs, and his fingers interlaced. Overlaid by text that reads: Understand the dynamics of abuse and the barriers older adults may face in accessing your services.

Resources to Learn More / Links to include in your posts:

NCALL Resource Library:

[Http://ncall.us/resources/publications-library/](http://ncall.us/resources/publications-library/)

8. Ageism



Facebook:

Respecting older adults requires us to examine the ageist attitudes and biases in ourselves and in our agencies and systems. Ageism can be a barrier to effectively responding to older victims by not taking older adults seriously when they report abuse, stripping autonomy and control away from victims when they report, and by the targeting of older adults by perpetrators. See @ncall_us Framework for Advocates working with older survivors to learn more: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf>
#Ageism #VictimCentered #OlderAdults

Instagram:

Respecting older adults requires us to examine the ageist attitudes and biases in ourselves and in our agencies and systems. Ageism can be a barrier to effectively responding to older victims by not taking older adults seriously when they report abuse, stripping autonomy and control away from victims when they report, and by the targeting of older adults by perpetrators.
#Ageism #Aging #Intersectionality #VictimCentered

Twitter:

Respecting older adults requires us to examine and challenge our own ageist attitudes and biases in ourselves and our systems. See the @ncall_us Framework for Advocates: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf> #Ageism

Alt Text Recommendation:

Older white woman with long grey hair in a crow yoga pose overlaid with text that reads: Challenge your and others ageist assumptions.

Resources to Learn More / Links to include in your posts:

- **NCALL Working with Older Survivors of Abuse: A Framework for Advocates:**
<http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf>

9. Tribal Communities



Facebook:

One-size-fits-all approaches to working with older victims may not work for every community. Tribal elders who experience harm in tribal communities have unique lived experiences. To learn more about the issue of crime victimization in this unique cultural context, read *Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life* <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>
#Indigenous #VictimCentered #Intersectionality
#CulturallyResponsive

Instagram:

One-size-fits-all approaches to working with older victims may not work for every community. Tribal elders who experience harm in tribal communities have unique lived experiences. See link in bio to read *Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life*.
#Indigenous #VictimCentered #Intersectionality
#CulturallyResponsive

Twitter:

One-size-fits-all approaches to abuse in later life will not work for tribal communities. Learn more here: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>

Alt Text Recommendation:

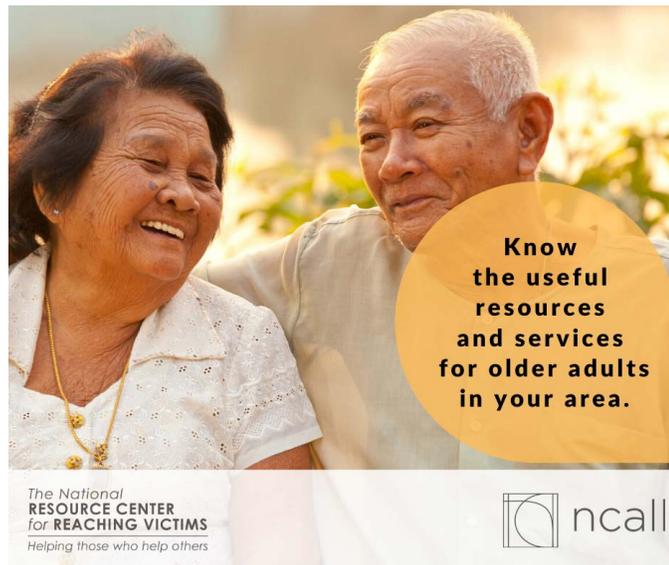
A dream catcher with sky and clouds in the background overlaid by text that reads: Tribal communities have unique needs and considerations when designing effective responses to abuse and mistreatment.

Resources to Learn More / Links to include in your posts:

- **Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life:**

<http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>

10. Resources and Services for Older Adults



Facebook:

Cases of elder abuse can be complicated and often require the involvement of several different service agencies. Learn who else works with older adults in your community and how collaborating with other programs can enhance the effectiveness of your response to older adults. Check out this list of resources and videos to help you start building your network:

<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

Instagram:

Cases of elder abuse can be complicated and often require the involvement of several different service agencies. Learn who else works with older adults in your community and how collaborating with other programs can enhance the effectiveness of your response to older adults. Link in bio for a list of resources and videos to help you start building your network.

#Elderabuse #Intersectionality #Aging #VictimServices

Twitter:

Continue to build your network of resources and programs working with older adults in your community.

<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

Alt Text Recommendation:

An older Asian man and woman sitting next to each other. The man has his arm around the woman's shoulder and is smiling. Both people are facing slightly towards one another and smiling. Overlaid with text that reads: Know the useful resources and services for older adults in your area.

Resources to Learn More / Links to include in your posts:

- **NCALL Resources for Supporting Older Victims of Crime:**
<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

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