Introducing *#GenTogether*

Welcome to *#GenTogether* -- a social media campaign for all ages. *#GenTogether* invites you to connect with someone of a different generation, share a moment, and take a "selfie" photo together. It's another way Community AGEnda, an age-friendly program from Grantmakers In Aging, is helping communities become great places to grow up and grow old.

Have fun - it might just make your day, and theirs!

How *#GenTogether* works:

1) **Find at least one person of a different age to be in your selfie.**
   It can be your neighbor, your grandparent - anyone older (or younger) than you.
   Find more ideas on how to get started on the back of this page.

2) **Take your selfie.**

3) **Write a sentence or two** about what's happening, who's in the photo, and something you like or learned about the other people in your photo.

4) **Post your selfie on social media or email it to us.**
   On social media, please include hashtag *#GenTogether*.

5) **Win prizes**! All #GenTogether participants will be eligible to win cash prizes.

How to post your *#GenTogether* selfie (see the last page for sample posts)

Twitter: Tweet your photo and story with the #GenTogether hashtag. Follow up with another Tweet to @mention your friends and encourage them to post a selfie of their own.

Instagram: Post your photo, and include your story and the hashtag #GenTogether in the caption or comments. Tag friends in your post and encourage them to post a selfie of their own.

Email: If you don't do social media, e-mail your selfie to us, at Selfie@GIAging.org. Add a few sentences about the people in the picture and what's going on. Encourage a friend to do the same!

Facebook: You have two options:

Facebook Option #1: Post your photo on the Grantmakers In Aging Facebook page. Include the hashtag #GenTogether, tell us your story, and tag friends in your post and encourage them to post their own selfies.

Facebook Option #2: Make a public post on your own Facebook page or profile. Post your selfie to your timeline (we suggest using the "Public" setting). Include the hashtag #GenTogether and a sentence of two about what's going on in the photo. Tag friends to encourage them to post their own selfies, AND tag our Facebook page (facebook.com/GrantmakersInAging).

We'll collect the selfies and post them here (GIAging.org/selfie) and the GIA Facebook page (on the "#GenTogether Selfies" tab). Come visit!

Prizes
#GenTogether is about fun and connection – so everyone wins! In addition, three lucky groups will also win a cash prize ($100, $250, or $500) for "Most Generations in a Single Photo," "Best Making-of-a-Selfie Story," and "Best Overall Selfie."

Ideas for getting started
Individuals can take *#GenTogether* selfies at a family reunion or holiday gathering, a mall or grocery store (make a new friend!), or before or after religious services.

Organizations (senior centers, youth groups, nonprofits, etc.) can take *#GenTogether* selfies at a weekday lunch, a holiday party or event, or a day of service.

Why selfies?
Life moves fast and we often don't connect with the people around us, particularly people of different ages. Loneliness and social isolation are known to be bad for our health, both mental and physical. Social connection and interaction, on the other hand, promote good health and wellbeing. Taking a selfie can't change the world, but it can create a fun and meaningful moment. Find a friend, take a *#GenTogether* selfie, and post it today!
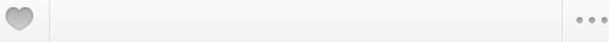
Important!

- You must be age 13 or older to post for *#GenTogether* on social media.
- Be sure everyone involved knows your selfie is for *#GenTogether* and is OK with you putting it online.
- G-rated photos only, please.
- By sending us your photo or posting it on social media with the campaign hashtag *#GenTogether*, you and everyone in your photo give Grantmakers In Aging permission to use your photo for noncommercial purposes related to its mission of improving the experience of aging.
- Learn more at www.GIAging.org/selfie.

About Community AGEnda and Grantmakers In Aging (GIA)
#GenTogether is another way Community AGEnda is helping communities become great places to grow up and grow old. Community AGEnda is an age-friendly initiative of Grantmakers In Aging (GIA) made possible with funding from the Pfizer Foundation. GIA is an inclusive and responsive membership organization comprised of all types of philanthropies with a common dedication to improving the experience of aging. For more information, please visit www.GIAging.org.

SAMPLE INSTAGRAM POST

mindianajones #GenTogether -- 3 generations coming together for the holidays! It's great to visit family on holidays and special occassions. Remember to reach out to people who can't be with their loved ones on the days that are special to them.
Tagging @JaneSmith and @GeorgeBrown to make an intergenerational connection this week. Find out how to participate at giaging.org/selfie

Write a comment...

SAMPLE TWEET

Mindy C. Jones @mindianajones · Nov 26
3 generations together for the holidays! Nothing fancy needed, just re-gifting & chocolate Twizzlers :-) #GenTogether

View more photos and videos

Mindy C. Jones @mindianajones · Nov 26
.@JaneSmith + @GeorgeBrown, check out the #GenTogether campaign: giaging.org/selfie. Looking forward to seeing your photos :-)

View summary

SAMPLE FACEBOOK POST

Mindy C. Jones
36 mins · 🌐 ▾

#GenTogether -- Quadruple thumbs up from my two favorite guys! Holidays are a great time to visit with family. Remember to reach out to people who can't be with their loved ones!

I'm calling out Jane Smith and George Brown to make an intergenerational connection this week. Pics or it didn't happen!! ;-)

See more photos like this one at GIA (Grantmakers In Aging).

Like · Comment · Share

👍 Jane Smith likes this.

Write a comment...