



Age-Friendly Land Use Municipal Communications Toolkit

Copy (shown below) and graphics can be used in emails, newsletters, flyers, and social media. You may directly copy the sample posts, adjusting the language to fit the voice of your municipality.

Remember to tag your municipality and partner organizations, if any, and use hashtag(s) such as #agefriendly or #livability so others can like and share your posts.

If you are soliciting partners to help advertise your program or event, you can tailor this toolkit for your municipality and share it with them.

Sample text for sharing a tailored version of this toolkit:

Thank you for helping us promote [insert name of event or topic of promotion]—your efforts will help us [insert purpose].

Date: [Insert]

Website: [Insert]

Hashtag: [Insert]

Tagging:	Facebook	Twitter	LinkedIn	Instagram
[Insert Municipality]	@[Insert municipality tag]	@[Insert municipality tag]	@[Insert municipality tag]	@[Insert municipality tag]
[Insert partner org(s)]	@[Insert partner tag(s)]	@[Insert partner tag(s)]	@[Insert partner tag(s)]	@[Insert partner tag(s)]

Graphics/Flyers/Other Media Content:

- Free image library: <https://www.agewithoutlimits.org/image-library>
 - Free icon library: <https://www.agewithoutlimits.org/image-library/collection?id=44&page=1>
 - Free logo generator for new Age-Friendly Campaign: <https://www.adobe.com/express/create/logo>
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Sample Press Release:

Modify the below sample text to suit the municipality and a targeted message or audience.

FOR IMMEDIATE RELEASE

Contact: [Insert municipality name, press contact, email, & phone]

[Insert MUNICIPALITY, DATE] — [Insert municipality] is committed to age-friendly principles. The governing body [Insert a municipal action taken, such as the adoption of a policy resolution to incorporate age-friendly design into all municipal plans, policies, and regulations.] As New Jersey’s population continues to shift to include a greater proportion of older adults, towns like [Insert municipality] that intentionally plan for their aging residents are taking proactive steps to ensure people can comfortably age in their communities.

[Insert a paragraph describing what the town is doing to support age-friendly land use and the expected outcomes - approximately 100 words.] The [Insert name of activity, plan, or program] will result in [recommendations/implementation] for housing, transportation, walkability, and other age-friendly land use improvements.

[Insert a paragraph describing the departments, agencies, and programs involved in the activity - approximately 50 words.]

[Insert municipal representative such as the Mayor] commented:

[Insert quote here, example: To continue serving our older population, we need to take the steps to ensure people have appropriate living options and remain connected to services and public amenities that provide for a high quality of life. Common age-friendly considerations include making crosswalks safe and public transportation reliable for people who can no longer drive, and ensuring that housing options are plentiful and affordable as people downsize while they age. By implementing age-friendly land use actions, we aim to incorporate these important considerations into all of our planning and decision-making.]

Sample Email/Newsletter Copy:

Dear [First Name or “Community Member”] —

Age-friendly communities improve livability for people of all ages. Accessible public spaces, diverse housing types, multiple transportation options, and vibrant mixed-use neighborhoods are vital to [our community, or Insert municipality]. As New Jersey’s population continues to shift to include a greater proportion of older adults, towns like [Insert municipality] that intentionally plan for their aging residents are taking proactive steps to ensure people can comfortably age in their communities.

[Insert municipality] is becoming more age-friendly by [Insert a description of the municipal age-friendly land use activity, plan, or program and actions people can take, such as going to a survey or event URL.]. We invite you to participate in this process by shaping the initiatives in our community.

Join us this [Weekday, Month Day, Time] at [insert location] as we [insert description of activity, plan or program]. Register by signing up online [hyperlink with event registration].

Thank you,

[Signed by elected official, or agency representative running event]

Social Media - Setting up your social media presence:

- Designate a municipal staff or volunteer to manage the social media outreach during the project.
- Create a municipal Age-Friendly logo and include pictures of older adults actively engaged in the town in your social media posts.
- For community engagement outreach, partner with relevant groups to help promote activities.
 - Potential partners include local libraries, hospitals, health clinics, senior care providers, senior centers, recreation centers, and higher-education facilities.
 - Provide the following on a communications toolkit for partners:
 - Survey or focus group dates and locations

- Social media tags
 - Sample language for making posts, including a timeline (provided below)
 - Social media graphics (Use a file-sharing site such as Dropbox to share the logo and social media graphics for promotions.)
- Determine the frequency and messaging of social media posts to reflect the project's goals and timeline.
 - Stay updated on all the posts added to relevant hashtags. Like and repost posts from aging advocates, senior centers, recreation centers, senior living facilities, elder care providers, and others to help promote the project.
 - If conducting a survey, post about the opportunity to participate on social media at least twice on every platform about two weeks before the survey opens. Direct people to the web page for information about the age-friendly land use activity, plan, or program and upcoming survey.
 - Consider creating an age-friendly web page on the municipal website to share information throughout the project timeline. Social media posts can point people to the page.

Sample Facebook, LinkedIn, and Instagram Posts:

Opportunities for social interactions, mobility and independence around town, and access to amenities and resources impact how #agefriendly and #livable a community is. [Insert a description of the #municipal age-friendly land use activity, plan, or program and actions people can take, such as going to a survey or event URL.]

Age-friendly communities improve #livability with accessible public spaces, diverse housing types, multiple transportation options, and vibrant mixed-use neighborhoods. The benefits go far beyond benefits to older adults, they benefit everybody! [Insert municipality] is becoming more age-friendly by [Insert a description of the #municipal age-friendly land use activity, plan, or program and actions people can take, such as going to a survey or event URL.].

Sample Twitter / X Posts:

[Insert municipality] is becoming more #agefriendly! [Insert a sentence to describe the #municipal age-friendly land use activity, plan, or program and/or actions people can take, such as going to a survey or event URL. - 280 character count]

Learn more about [Insert the name of the municipality's age-friendly land use activity, plan, or program.] We are making #livability improvements for people of all ages to enjoy high quality of life! Go to [Insert URL] for more information.

Sample Social Media Posts for Specific Planning Activities

1. Project kickoff

[Insert a sentence to state the #municipal age-friendly land use activity, plan, or program. Example: X municipality adopted an age-friendly policy and designated a project team to launch the development of an Age-Friendly Implementation Plan.] [Insert a sentence to describe the activity, plan, or program. Example: The project will inform the municipal master plan update and lead to recommendations for improving #livability in the municipality. Public engagement will take place at X.] [Insert hashtags and links as appropriate.]

2. Promotion of project progress and milestones completed

The [Insert municipality] project team completed [Insert description. Example: a community profile and land use assessment to evaluate #livability features such as access to housing, transportation, amenities, and open spaces. Key findings show that our community has great walking trails, but they should be connected to residential and commercial districts to improve mobility.] [Insert hashtags and links as appropriate.]

3. Community engagement

[Insert municipality] seeks volunteers to participate in a focus group session discussing ways to make the community more age-friendly (#agefriendly). Your stories and experiences can help improve your neighborhood and will directly inform municipal plans underway. Residents aged 55 or older are encouraged to participate in a focus group. If you are interested in sharing your opinions and experiences and want to help shape the future of [Insert municipality], please express your interest by following this link [Insert Web Page URL or instructions for expressing interest in participating.]

[Insert municipality] seeks volunteers to discuss making the community more age-friendly (#agefriendly). Express your interest in participating in a focus group at this link. Residents aged 55+ are encouraged to participate. [Insert Web Page URL or instructions for expressing interest in participating.]

[Insert municipality] needs your input in a community survey to evaluate the age-friendliness of our community. The survey is open XX through XX Date. Visit the #agefriendly project web page and learn more about contributing your perspective through the survey! [Insert Web Page URL]

A community survey will launch next week to inform the [Insert municipal age-friendly land use activity, plan, or program]. This project will assess the age-friendliness of the community and

identify strategies for making improvements. Visit the project web page and learn more about contributing your perspective through the survey! [Insert Web Page URL.]

Shape your community's future! Complete the [Insert survey name] survey to give your perspective on creating a more #livablecommunity in [Insert municipality]. Click [HERE](#) to complete the survey through XX Date. [Insert link to Web Page URL with a link to the survey or direct link to the survey.]

The survey will be closing soon on XX Date. Provide your input today by completing the survey! Share the survey link with your neighbors and friends in the community! [Insert link to Web Page URL with a link to the survey or direct link to the survey.]

4. Advertising a public meeting for soliciting feedback

The draft [Insert municipal age-friendly land use plan or program] is a new resource that aims to advance #livability for older adults in the community. Come to the [Insert council, committee, or board name] meeting on XX Date to learn about the [Insert name of the plan/program (X)] and share your input on making the community more age-friendly. The [Insert municipality] project team will present the draft X during agenda item Y. The X identifies actionable strategies to improve [Insert municipality's] community design for people of all ages. We hope you participate in this process to ensure we focus our efforts on the places where they are needed most. #agefriendly #livable. [Insert link to Web Page URL with the draft plan or program and link to meeting agenda.]

The [Insert municipality] project team will present the draft [Insert name of the plan/program] at the XX Date [Insert council, committee, or board name] meeting. Attend the meeting to learn about the plan/program and share your input on making the community more #agefriendly and #livable. [Insert link to Web Page URL with the draft plan or program and link to meeting agenda.]

5. Completion of a plan or program goal

The [Insert name of municipal age-friendly land use plan or program] is complete! The [Borough/City/Township] is grateful to all who participated in helping make [Insert municipality] a wonderful place to age, work, and play through the development of this plan/program. [Insert a description of the municipal activity and outcomes. Example: The Age-Friendly Policy adopted by the Township Committee and the process conducted by the Age-Friendly Steering Committee to create the implementation plan through community engagement and data assessment were critical to the Township's master plan update. The Township will seek to implement high-priority actions identified in the Age-Friendly Implementation Plan through ongoing efforts. #agefriendly #livable [Insert link to Web Page URL with the draft plan or program.]

The [Insert name of municipal age-friendly land use plan or program] is complete! The plan/program is a critical resource to inform the [Borough's/City's/Township's] planning and will

help make [Inset municipality] more #livable for all ages. Thank you to all who participated!
[Insert link to Web Page URL with the draft plan or program.]

Sample Flyer (see next page for a template):

[Insert name of event]



[insert municipality name]

Accessible public spaces, diverse housing types, multiple transportation options, and vibrant mixed-use neighborhoods are vital to our community. [Insert municipality] is becoming more age-friendly by [Insert a description of the municipal age-friendly land use activity, plan, or program].

We invite you to participate in this process by shaping the initiatives in our community.

Event Date Event Time

Venue Name, Street Address, City, ST Zip Code

Web Address, Email, additional registration info