

MARKETING TO OLDER AUSTRALIANS A RESOURCE FOR SURF LIFE SAVING CLUBS

Marketing Tool: Facebook Posts

There are several elements to creating an effective Facebook post including:

- Include a link for the target audience to click on e.g. Surf Life Saving Club website and/or Silver Salties registration page
- Keep the message brief e.g. 40 characters or less is ideal to keep people engaged
- Use an image to help sell the message
- Ask a question to engage the audience
- Use relevant hashtags to build interest
- Post the message at a non-peak time e.g. 5pm – 11pm to ensure the message can be seen
- Make sure the message is newsworthy and timely so that it is relevant.
- Try to keep these tips in mind when creating posts for the Silver Salties program at your SLSC.

Example posts

Surf Life Saving and older Australians – An excellent partnership! Silver Salties is a physical activity and social connections program happening at SLS Clubs around Australia.

#SilverSalties #HealthyAgeing #SavingLives

Silver Salties is a physical activity and social connections program for older Australians. See programs on offer at [name] SLSC [link]. #HealthyAgeing

Healthy ageing in action at [name] SLSC! [link] #SilverSalties

[Insert image of older Australians doing yoga, walking, swimming other]

Are you ready to focus on your physical, social and mental health? Come along to the Silver Salties program at [name] SLSC [link]. #SilverSalties #HealthyAgeing

Have you read Australia's physical activity recommendations for older Australians?

<https://www1.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines>

Meet the recommendations. Come to Silver Salties at [name] SLSC! [link] #SilverSalties #HealthyAgeing



What can Surf Life Saving do for older Australians? Plenty! [\[link\]](#) #SilverSalties

How old can you be to be a patrolling life saver? Check out these young guns! [\[Image of Silver Salties\]](#). #NeverTooOld #SilverSalties #HealthyAgeing

Want to get involved in a fun, safe, accessible and beneficial activity by the beach? Join the Silver Salties program for older Australians e.g. 50+ at [\[name\] SLSC](#) [\[link\]](#). #HealthyAgeing #BetterAgeingGrant

15% of Australia's population are 65+. What does this age group do for fun? Silver Salties! [\[link\]](#) #SLSA #SilverSalties #HealthyAgeing

70% of older Australians are overweight or obese. Join Silver Salties to get some more physical activity in your day. [\[link\]](#) #MoveMoreSitLess

Calling older Australians! Get back to the beach! Check out Silver Salties at a beach near you! [\[link\]](#) #Backtothebeach #SilverSalties #HealthyAgeing

What is the Wisdom & Wellbeing Club? It's one of the great activities on offer as part of the Silver Salties program at [\[name\] SLSC](#). [\[link\]](#) #HealthyAgeing #LifelongLearners

We may not be ironmen and ironwomen, but we've got a lot of living to do! [\[Image of Silver Salties participants in swimwear\]](#) #SilverSalties #HealthyAgeing

I've always wanted to try yoga and tai chi! Now I can as part of the Silver Salties program at [\[name\] SLSC](#). [\[link\]](#) #HealthyAgeing #SilverSalties

10-15% of older Australians can suffer from depression or anxiety. Try on some fresh air by the beach, friendly programs and people and you're one step ahead. Come along to Silver Salties at [\[name\] SLSC](#) and connect with new friends. [\[link\]](#) #ConnectionsMatter #SilverSalties #HealthyAgeing
