

## Guidance for sharing information about the Age Friendly Survey and Network

### Communications pack

Here are some of the following ways you could share the information about the survey and network in your area/organisation:

- Post on your own social media about it using the copy supplied with this email, with the images we have designed (available to download through Google Drive on the link below).
- You can share our posts. Do let us know your social media handles and we'll tag you in.
  - Our social media handles are: [Twitter: @CommFirstYorks](#), [Facebook: @Comm1stYorks](#) and [Linked In: Community First Yorkshire](#)
- Mention the survey and network in any newsletters you send out (suggested copy below).
- Create any posts/news articles on your websites about the survey and network (suggested copy below).
- Share with colleagues and encourage them to share the information with their contacts.

### Images

[Here](#) is a link to the images we have designed for the launch of the survey and network. They are ready to download and are the correct sizes for Facebook, Twitter and Linked in. There are some extra sizes if you wish to use them on your website or in your newsletter.

If you can't access Google Drive, do get in touch and we'll send you the graphics by email.

### Launch date

We are launching the survey and invitation to join the age friendly network on Saturday 1 October, which is International Day for Older Persons.

Please **only post on or after this date** so that there is a coordinated approach.

### Video animation

We have created a video animation which explains what the survey and network are, and what they are aiming to do.

Please feel free to [link](#) to the animation in your promotion or embed it into any pages you may create on your website. The bitly link is: <https://bit.ly/3raXudq>

The embed code is: `<iframe width="560" height="315" src="https://www.youtube.com/embed/ysq5DVx_vIs" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>`

### Our web page

Here is the link to the [web page](#), which will be live on Friday 30 September; please direct all communications to this page. The bitly link to use is: <https://bit.ly/50PlusNorthYorks>

## Suggested newsletter copy

### Help develop an all age friendly community

Community First Yorkshire is inviting people living in North Yorkshire aged 50+ to take a [survey](#) and join a [network](#) to help develop a vision that will help the charity work towards becoming an all age friendly community. The survey aims to capture your thoughts on issues such as housing, transport, health and community care, open spaces and connecting with your communities. For more information on the network, visit <https://bit.ly/50PlusNorthYorks>

## Suggested web copy

### Help develop an all age friendly community

Community First Yorkshire and North Yorkshire County Council are currently developing a network for people aged 50+ living in North Yorkshire. If you want to share your views on what matters to you most, as well as suggest ideas for how things could be improved, please sign up [here](#). (<https://bit.ly/3S6G5OT>).

They also want to know what life is currently like for you as a resident in North Yorkshire and how they can help improve things for the future. By completing a short survey, you can help them to develop a vision that will help them work towards becoming an all age friendly community. The survey aims to capture your thoughts on issues such as housing, transport, health and community care, open spaces and connecting with your communities. Take the survey [here](#). (<https://bit.ly/3dCGSbm>).

For more information on the network, visit <https://bit.ly/50PlusNorthYorks>

## Suggested social media posts

[do tag us in so that we can repost your posts]

### Twitter

@CommFirstYorks & @northyorkscs are developing a network for people aged 50+ living in #NorthYorkshire. Find out more and get involved here: <https://bit.ly/50PlusNorthYorks>

What issues are important to you as a resident in #NorthYorks aged 50+? @CommFirstYorks & @northyorkscs want to know! Have your say in this survey: <https://bit.ly/3dCGSbm>

@CommFirstYorks & @northyorkscs want to know what life is like for 50+ #NorthYorks residents. Please take this survey: <https://bit.ly/3dCGSbm>

What improvements would you like to see for 50+ #NorthYorks residents? Join @CommFirstYorks Age Friendly Network to have your say. <https://bit.ly/3S6G5OT>

### Facebook & LinkedIn

If you're 50+ and living in North Yorkshire @Comm1stYorks want to know what life is currently like for you, and how they can help improve things for the future. Have your say on issues such as housing, health, transport, open spaces and being involved in your community, by taking part in their survey: <https://bit.ly/3dCGSbm>

If you're aged 50+ and would like a chance to share your views on what matters to you most, and your ideas on how things could be improved, join @Comm1stYorks Age Friendly Network and help shape future services and support for the 50+ in the county. Sign up and have your say here:

<https://bit.ly/3S6G5OT>

What is one of the biggest frustrations about being 50+ in North Yorkshire?

What are your thoughts on housing, transport, health and community care, outdoor spaces and access?

@Comm1stYorks want to hear from you. Please take their survey <https://bit.ly/3dCGSbm>

You might also like to join their network and help shape future services and support for the 50+ in the county. Sign up and have your say here <https://bit.ly/3S6G5OT>

Are you aged 50+ and living in North Yorkshire?

Would you be willing to share your thoughts on issues such as housing, transport, health and community care, and outdoor spaces?

If so, you're the perfect candidate to join @Comm1stYorks new network for the 50+ and add your voice to making changes to the support available in the county.

This is your chance to:

- ❖ Share what matters to you most
- ❖ Suggest improvements
- ❖ Be informed on issues that matter to you
- ❖ Make yourself heard

Find out more and sign up here: <https://bit.ly/50PlusYorks>

## Contact us

If you need any help or have any questions about the communications and marketing of this, please contact our Communications Manager, Jo Fox on [jo.fox@communityfirstyorkshire.org.uk](mailto:jo.fox@communityfirstyorkshire.org.uk) or call 01904 704177.