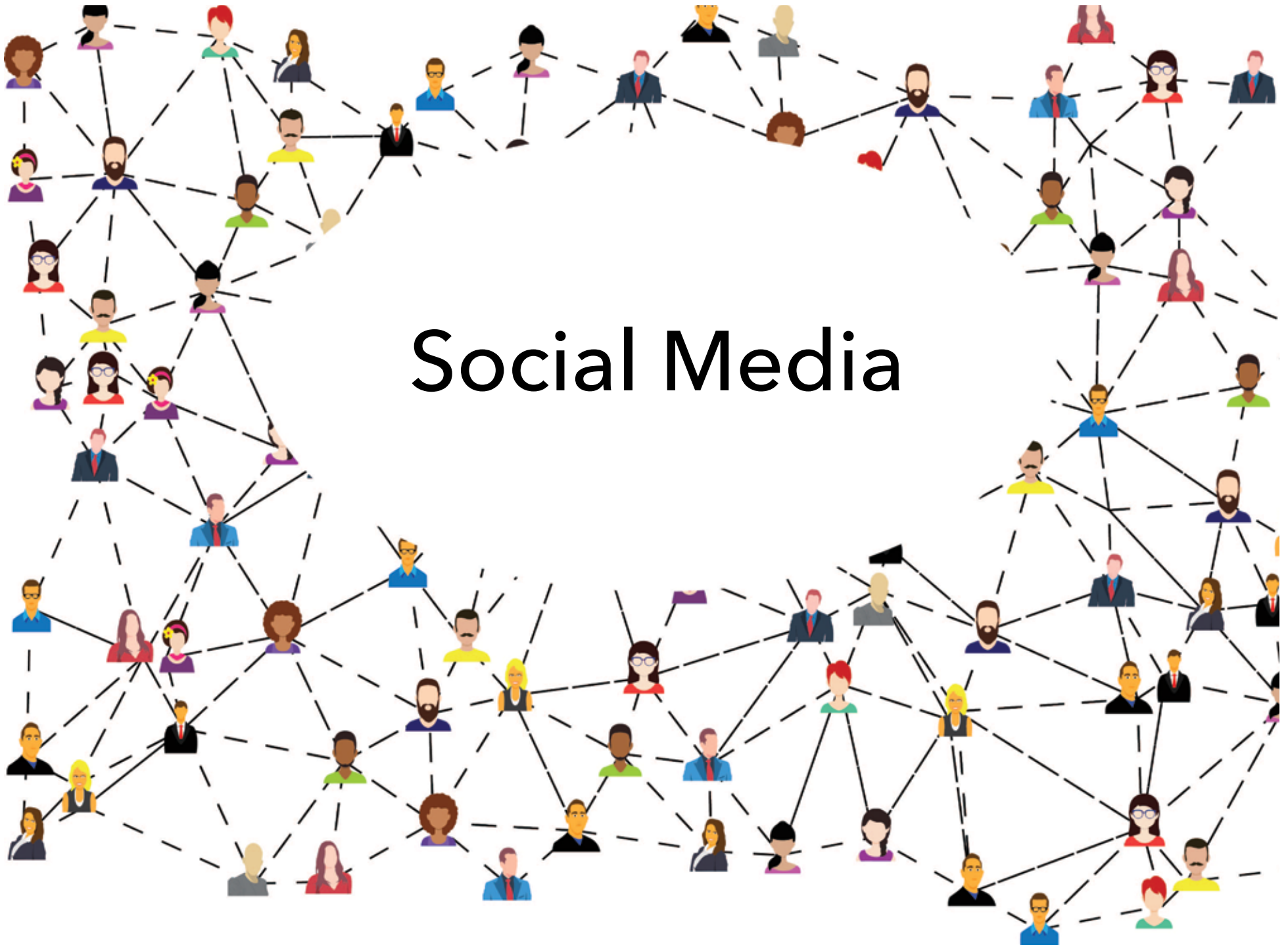


# Social Media



# Mental Health Week

- Primary goal: to create awareness of the need for mental health services for older adults
- Strategy: leverage CMHA mental health week activities to highlight awareness of initiatives to promote health and wellbeing for older adults
- Tactic: Join the conversation e.g. #GetLoud


# Facebook

**Post Details** X

**Saskatoon Council on Aging Inc.**  
Published by admin@scoa.ca (7) · May 6 at 8:56 AM · 🌐

“Social isolation is associated with higher levels of depression and suicide, so a senior’s social network is important to their health and well-being. It helps them to stay active and eat better.” SCOA’s Seniors Neighbourhood Hub Clubs, Globe Walk and Century Club support social participation and reduce isolation among older adults.  
<https://www.cihl.ca/en/canadian-seniors-and-mental-health>  
#GetLoud about what mental health really is. #MentalHealthWeek CMHA National / ACSM National

**Mental Health Week May 6-12, 2019**



**An older adult’s social network is important to their health and well-being**

**850** People Reached    **78** Engagements    Boost Unavailable

In motion (Saskatoon and Region), Cora Janzen and 11 others    10 Shares

👍 Like    💬 Comment    ➦ Share    ⋮

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**Performance for Your Post**

**850** People Reached

**40** Reactions, Comments & Shares 📊

<b>28</b> Like	<b>13</b> On Post	<b>15</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>10</b> Shares	<b>10</b> On Post	<b>0</b> On Shares

**38** Post Clicks

<b>4</b> Photo Views	<b>1</b> Link Clicks 📊	<b>33</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

**0** Hide Post    **0** Hide All Posts

**0** Report as Spam    **0** Unlike Page

Reported stats may be delayed from what appears on posts

# Twitter

May 2019 - 31 days

## TWEET HIGHLIGHTS

### Top Tweet

earned 1,443 impressions

Older adults need social networks to support health and well-being. SCOA's programs reduce isolation among older adults and provide crucial social opportunities.

#GetLoud about what mental health really is. #MentalHealthWeek  
#agefriendly pic.twitter.com/yLzDcjLqF



13 2 14

[View Tweet activity](#)

[View all Tweet activity](#)

### Top Follower

followed by 3,658 people



**Jay Semko**

@jaysemko [FOLLOWS YOU](#)

Canadian singer/songwriter/film composer - Northern Pike, Due South, solo recording artist, friendly guy....

### Top mention

earned 17 engagements



**Susan Tupper**

@stupper · May 21

Thank you SHRF and CABHI for your support of our Pain Dementia and VR research project. We're now recruiting family caregivers and people living with dementia!  
[@\\_SHRF\\_](#) [@CABHI\\_](#) [@LHoltzlander](#)  
[@SCOA3](#) [@AlzheimerSK](#) [shrf.ca/our-stories/sh...](#)

13 4 5

[View Tweet](#)

### Top media Tweet

earned 1,058 impressions

We are looking for family caregivers and persons living with dementia to take part in interviews. Help us develop education materials for pain management including virtual reality videos. Want to learn more?  
[bit.ly/2JksWlh](#) #caregiving #caregivers #dementia pic.twitter.com/yWzOpL4F



13 2 7

## MAY 2019 SUMMARY

Tweets  
10

Tweet impressions  
7,887

Profile visits  
187

Mentions  
4


New followers  
3

# Partnerships


- Primary goal: to create awareness and visibility of community partnerships
- Strategy: to strengthen and nurture partnerships
- Tactics: social media tags and influencers in posts, building brand advocates

# Facebook

**Post Details**

 **Saskatoon Council on Aging Inc.**  
Published by Virginia Dakinewich (11) · March 12 · 🌐

Forever ... in Motion hosts a free exercise session Tuesdays and Thursdays 9:30 to 10:10 at Market Mall, meet outside new Community Health Centre for Older Adults



**1,610** People Reached    **260** Engagements    **Boost Unavailable**

Joan Cochrane, Vanessa Linford Ripley and 18 others · 1 Comment · 19 Shares

Like    Comment    Share

---

**Performance for Your Post**

**1,610** People Reached

**77** Reactions, Comments & Shares

51 Like	20 On Post	31 On Shares
2 Love	0 On Post	2 On Shares
1 Wow	0 On Post	1 On Shares
4 Comments	1 On Post	3 On Shares
19 Shares	19 On Post	0 On Shares

**183** Post Clicks

41 Photo Views	0 Link Clicks	142 Other Clicks
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**NEGATIVE FEEDBACK**

0 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

# Twitter

Mar 2019 · 31 days

TWEET HIGHLIGHTS

### Top Tweet

earned 630 impressions

Incredible longevity in [#saskatchewan](#)  
Saskatoon branch of the Saskatchewan  
Century Club celebrates over 200 members  
90 years of age and beyond. [#positiveaging](#)  
[#yxe](#) [pic.twitter.com/LVYAL3xQF8](#)



👍 0 🗨️ 0

[View Tweet activity](#)

[View all Tweet activity](#)

### Top Follower

followed by 1,815 people



### Saskatoon Transit

[@sasktransit](#) · [FOLLOWS YOU](#)

Saskatoon Transit. This account is monitored Monday to  
Friday 8am - 5pm.

[View profile](#)

[View followers dashboard](#)

### Top mention

earned 30 engagements



**Dr Tracie Rising**  
[@traciewaters](#) · Mar 12

The [@RisTechResearch](#) team is ready to  
work with our amazing community partners:  
[@SWITCH\\_YXE](#) [@SCOA3](#) and collaborators:  
[@eHealthSask](#) [@Infoway](#) [@SaskRobots](#)  
[@medhackca](#) to support [#EHR](#) uptake and  
use [#patientpartners](#) [#datadelivery](#)  
[#whereitbelongs](#)  
[twitter.com/\\_SHRF\\_/status/...](#)

👍 2 🗨️ 2 📢 11

[View Tweet](#)

### Top media Tweet

earned 140 impressions

Older adults are not all the same.  
Individuality is not lost when you turn 55, 65,  
75, 85 or 95. [#ageism](#) [#aging](#)  
[pic.twitter.com/YXB1y5BIRD](#)



👍 1 🗨️ 0

[View Tweet activity](#)

[View all Tweet activity](#)

MAR 2019 SUMMARY

Tweets

1

Tweet impressions

3,484

Profile visits

223

Mentions

4

New followers

8

# Facebook





# Twitter



Thank you

*Gracias*

Merci

**Danke schön**