

National Resource Center for Reaching Victims Older Victims of Crime Social Media Toolkit

Developed by The National Clearinghouse on Abuse in Later Life

Social media can be a critical tool in sharing the stories, needs, and barriers for older survivors of crime and abuse. We invite you to use this toolkit to help expand your networks' knowledge of and access to services for older survivors.

How to Use this Toolkit:

Below you will find tips for using Facebook, Twitter, and Instagram to bolster awareness on issues related to older victims of crime. Each section includes images, sample text, and hashtags for each social media outlet. You can use the text as-is or modify it to fit your needs. Additional resources/links are included in each section for your continued knowledge on each topic and to support your efforts in creating original social media content based on reliable information. Zip files are included with images sized properly for each social media outlet. Each file corresponds with a number given in this document.

Considerations for Accessibility:

Whenever posting any photos or graphics, we recommend including alternative text to make it accessible. Alternative text is nonvisible text that you add to an online image that explains the meaning of the image to people who are blind. Below are instructions for enabling alternative text adapted from the [National Resource Center for Reaching Victims](#):

Facebook:

1. Facebook automatically adds alternative text for images, but it isn't very precise. To expand and edit the alternative text: Click **Photo/Video** at the top of your News Feed.
2. Select the photo you want to add.
3. Click **Edit Photo**, then click **Alt Text**.

4. The automatically generated text will be shown on the left side of your photo. Click **Override generated alt text** to edit it.
5. Write your alt text in the box.
6. If you wish to revert to the automatically generated text, click **Clear**.
7. To save your alt text, click **Save** in the bottom right.
8. To change alt text in a photo that is already posted, click on the image, click on “**options**” under the photo and click “**change alt text.**”

Instagram:

To include alternative text on Instagram:

1. After adding your photo and writing your caption, click the “**Advanced Settings**” link at the bottom of your screen.
2. Under the “**Accessibility**” heading click “**Write Alt Text**”
3. To add alt text to an already posted image click the “...” to at the top right of your posted image
4. Click **Edit**
5. Click the “**Edit Alt Text**” link on the bottom right of your image.

Twitter:

To include alternative text on Twitter you must enable the app's alternative text feature:

1. Navigate to **Settings** > Privacy> Accessibility > and turn on *Compose image descriptions*.
2. When you post a graphic, you'll see a circle on the bottom right of the image that says +ALT. Click the +ALT circle to “*Describe this image for the visually impaired.*”
3. Click on the **Tweet compose** button
4. Attach your graphic(s) or photo(s).
5. Open the thumbnail preview dialog by clicking on the thumbnail photo.
6. Type your description of the image and click the **Apply** button. To edit the description, re-open the thumbnail preview dialog prior to posting the Tweet.

To learn more about creating accessible social media visit the resources page on NRC website: <http://reachingvictims.org/resource/tips-for-using-accessible-social-media/>

Hashtags:

Hashtags help followers find content that interests them. Include hashtags to help draw in followers, and to have your content included in a broader range of feeds outside of your current follower list. Search your social media feeds for hashtags that makes the most sense to include in each post. Potential hashtags to include in your posts are: #OlderAdults #ElderAbuse #Aging #Ageism #Intersectionality #VictimServices #VictimCentered #AntiOppression #LGBTQ #AntiViolence #GenderBasedViolence #DomesticViolence #SexualAssault

Including your hashtags at the end of your post rather than interspersed throughout the text ensures that [screen readers](#) will catch them clearly.

Images and Sample Post Text:

1. Aging Population



Facebook:

The quickly growing older adult population is more diverse than ever before. Victim services providers must consider how to develop programming for all older adults based on their specific needs that respect their cultural, racial, and LGBTQ+ identity. Click the link to learn more about aging population demographics:

<https://acl.gov/news-and-events/announcements/now-available-2018-profile-older-americans> #OlderAdults #ElderAbuse #Aging #Intersectionality

Instagram:

The quickly growing older adult population is more diverse than ever before. Victim services providers must consider how to develop programming for older adults based on their specific needs that respect their culture, racial, and LGBTQ+ identity. #OlderAdults #ElderAbuse #Aging #Intersectionality

Twitter:

Victim service providers must consider how to develop equitable and inclusive programming for the quickly growing diverse older adult population. #Aging #OlderAdults #ElderAbuse #Intersectionality

Alt Text Recommendation: Two older men sitting alone in a café facing a window looking out onto a street. Overlapping text reads: The population is aging. Between 2011 and 2030, 10,000 baby boomers will turn 65 every day.

Resources to Learn More / Links to include in your posts:

- **ACL 2018 Profile of Older Americans:**
<https://acl.gov/news-and-events/announcements/now-available-2018-profile-older-americans>
- **NCALL Overview of Elder Abuse: A Growing Problem:**
http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/04145814/Overview_Elder_Abuse.pdf
- **National Asian Pacific Center on Aging Data Brief: Asian Americans and Pacific Islanders in the United States Aged 65 Years and Older: Population, Nativity, and Language:**
<https://www.napca.org/wp-content/uploads/2017/10/65-population-report-FINAL.pdf>

2. Elder Abuse



Facebook:

Older adults experience the same crimes as other age groups, including physical, sexual, and emotional abuse, neglect, and financial exploitation. While crimes committed against older adults are most often perpetrated by family members and acquaintances, perpetrators can also be strangers. Click the link to learn more about the harm older victims face:

https://ovc.ncjrs.gov/ncvrw2018/info_flyers/fact_sheets/2018NCVRW_OlderAdults_508_QC.pdf

Instagram:

Older adults experience the same crimes as other age groups, including physical, sexual, and emotional abuse, neglect, and financial exploitation. While crimes committed against older adults are most often perpetrated by family members and acquaintances, perpetrators can also be strangers. Link in bio for data on crimes against older adults #ElderAbuse #Antiviolence #Intersectionality #Ageism #RelationalViolence

Twitter:

Older adults experience the same crimes as other age groups, including physical, sexual, and emotional abuse, neglect and financial exploitation.

https://ovc.ncjrs.gov/ncvrw2018/info_flyers/fact_sheets/2018NCVRW_OlderAdults_508_QC.pdf

Alt Text Recommendation: Person looking at their hands holding two domino tiles sitting in front of a table with a domino game on it. Overlaid with text that reads: Older adults from all backgrounds experience crime victimization. 10% of older adults experienced some form of abuse in the last year.

Resources to Learn More / Links to include in your posts:

- **2018 OVC National Crime Victims' Rights Week Resource Guide: Crime and Victimization Fact Sheets – Crimes Against Older Adults:**
https://ovc.ncjrs.gov/ncvrw2018/info_flyers/fact_sheets/2018NCVRW_OlderAdults_508_QC.pdf

3. Anti-Oppression



Facebook:

Systemic, institutional, and historical oppressions and related trauma can have a cumulative and detrimental impact on the ability of older victims from marginalized communities to access services that are culturally responsive.

Systems and service providers must work to ensure the supports they provide are culturally-affirming and address the unique and complex challenges each individual older victim faces. To learn more, check out resources National Resource Center for Reaching Victims partner @WOCNinc.org <http://wocninc.org/publications/>

Instagram:

Systemic, institutional, and historical oppressions and related trauma can have a cumulative and detrimental impact on the ability of older victims' from marginalized communities to access services that are culturally responsive.

Systems and service providers must work to ensure the supports they provide are culturally affirming and address the unique and complex challenges each individual older victim faces.

Twitter:

Older immigrants face additional barriers and challenges when reaching out for services. Service providers need to understand how a victims' legal status may impact their access to services.

<https://vawnet.org/sc/domestic-violence-immigrant-communities>

Alt Text Recommendation: Older light skinned woman with grey hair wearing a sweater looking towards trees. Her face is not visible. Overlaid with text that reads: Oppression, historical trauma, and racialized trauma impact the ability of some older victims to access healing services and just outcomes.

Resources to Learn More / Links to include in your posts:

- **Women of Color Network:**
<http://wocninc.org/publications/>
- **Vawnet Resources on Domestic Violence in Immigrant Communities:**
<https://vawnet.org/sc/domestic-violence-immigrant-communities>

4. Culture



Facebook:

Understanding the many cultural nuances can be challenging and service providers must take direction from the victim in determining next steps. It is critical to build equitable partnerships between mainstream and culturally specific programming when providing victim-centered supports. Watch this short video on how culture impacts how we should approach services for older survivors:

[https://s3.us-east-](https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.mp4)

[2.amazonaws.com/ncallvideos/48_EA_000525.mp4](https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.mp4)

Instagram:

Understanding the many cultural nuances can be challenging and service providers must take direction from the victim in determining next steps. It is critical to build equitable partnerships between mainstream and culturally specific programming is critical when providing victim-centered supports. Watch this short video in bio on how culture impacts how we should approach services for older survivors. Link in bio for video on elder abuse. #ElderAbuse #Aging #Intersectionality #CulturallyResponsive #VictimCentered #TraumaInformed

Twitter:

Build equitable partnerships between mainstream and culturally specific programming when providing victim-centered supports.

Watch this video to learn more about how culture impacts services:

[https://s3.us-east-](https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.mp4)

[2.amazonaws.com/ncallvideos/48_EA_000525.mp4](https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.mp4)

Alt Text Recommendation: A pile of older black and white and color photographs overlaid with text that reads: Culture impacts the definition of elder mistreatment, responses by systems, help seeking behavior, and methods of intervention. It can be a source of both protective and risk factors for an elder.

Resources to Learn More / Links to include in your posts:

- **Video: Elder Abuse, Produced by NCALL and Terra Nova Films**

[https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.m
p4](https://s3.us-east-2.amazonaws.com/ncallvideos/48_EA_000525.mp4)

5. LGBTQ+



Facebook:

#LGBTQ+ older adults face unique barriers which can directly impact their ability to reach out for assistance. It can be helpful for victim service programs to review their organizations policies and practices to assure they are providing inclusive and welcoming services to victims who are a part of the LGBTQ+ community. Click the link to learn more about how to develop inclusive services for LGBTQ+ older adults:

<https://www.lgbtagingcenter.org/resources/resource.cfm?r=487>

#LGBTQ #Intersectionality #VictimCentered #ElderAbuse

Instagram:

LGBTQ+ older adults face unique barriers which can directly impact their ability to reach out for assistance. It can be helpful for victim service programs to review their organizations policies and practices to assure they are providing inclusive and welcoming services to victims who are a part of the LGBTQ+ community. Link in bio to learn more about how to develop inclusive services for LGBTQ+ older adults. #LGBTQ #Intersectionality #VictimCentered #ElderAbuse

Twitter:

Review your orgs policies and practices to develop more inclusive and equitable programming for older LGBTQ+ victims and survivors. Learn more here:

<https://www.lgbtagingcenter.org/resources/resource.cfm?r=487>
#LGBTQ #Intersectionality #ElderAbuse

Alt Text Recommendation: Inclusive LGBTQ+ pride flag with black, brown, red, orange, yellow, green, blue, and purple stripes overlaid with text that reads: Many LGBTQ+ older adults are at risk for elder abuse, neglect, and various forms of crime victimization. Homophobia and other oppressions can impact the ability of older LGBTQ+ victims to access critical services.

Resources to Learn More / Links to include in your posts:

- **National Resource Center on LGBT Aging: Inclusive Services for LGBT Older Adults: A practical Guide to Creating Welcoming Agencies**
<https://www.lgbtagingcenter.org/resources/resource.cfm?r=487>

6. Rapport



Facebook:

Victim centered services means building from a victims' strengths, discussing all the different options that might exist in their life, identifying the benefits and risks of each of those options, and supporting a victim in their decision-making process. Check out this video on victim-defined advocacy to learn more:

<https://www.youtube.com/watch?v=Qvb7u-liQ-E>

Instagram:

Victim centered services means building from a victims' strengths, discussing all the different options that might exist in their life, identifying the benefits and risks of each of those options, and supporting a victim in their decision-making process. See link in bio for a video on victim-defined advocacy.

Twitter:

Victim centered services means building from a victims' strengths, discussing all the options, identifying the benefits and risks, and supporting their decision-making process.

<https://www.youtube.com/watch?v=Qvb7u-liQ-E>

Alt Text Recommendation:

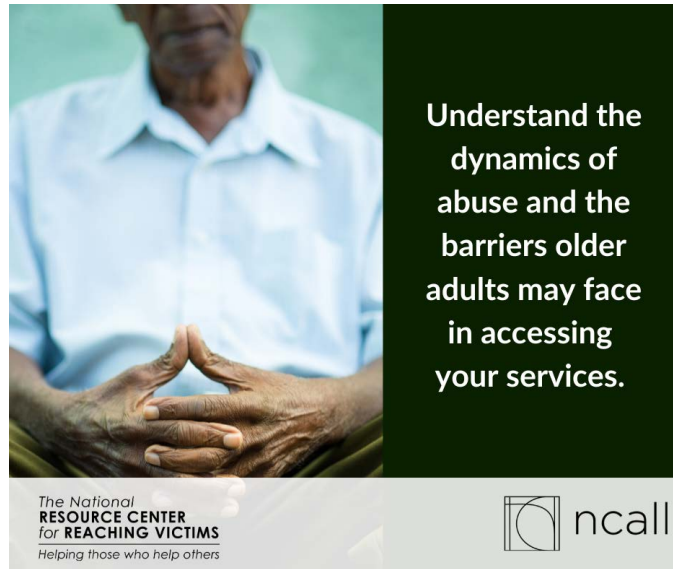
Older hands resting on a wooden cane. One younger hand resting on top of the older hand. Overlaid with text that reads: Build respectful rapport that keeps the older adults at the center of all discussions and decisions.

Resources to Learn More / Links to include in your posts:

- **Video: Victim Centered Advocacy, Produced by NCALL and Terra Nova Films:**

<https://www.youtube.com/watch?v=Qvb7u-liQ-E>

7. Dynamics and Barriers



Understand the dynamics of abuse and the barriers older adults may face in accessing your services.

The National
RESOURCE CENTER
for REACHING VICTIMS
Helping those who help others



Facebook:

The dynamics of abuse in later life are often very similar to abuse experienced by younger victims. However, older adults often experience additional barriers when reaching out for help. They may have health, mobility, or cognitive disabilities that complicate their ability to access services. Reviewing agency policies and practices to assure they are designed to meet some of the unique needs of older victims who have been harmed. Check out the @ncall.us resource library to learn more about the dynamics of abuse, and strategies for addressing barriers: <https://www.ncall.us/resources/publications-library/>

#ElderAbuse #DomesticViolence #GenderViolence

Instagram:

The dynamics of abuse in later life are often very similar to abuse experiences by younger victims. Older adults often experience additional barriers when reaching out for help. They may have health, mobility, or cognitive issues that complicate their ability to access services.

Review your agency policies and practices to assure they are designed to meet some of the unique needs of older victims who have been harmed.

Link in bio for resources on the dynamics of abuse, and strategies for addressing barriers.

#Aging #ElderAbuse #CulturallyResponsive #VictimCentered
#Intersectionality #OlderAdults #Ageism

Twitter:

Learn about barriers older victims of abuse face when reaching out for help. Review your practices to better meet their needs and increase access to services. See @ncall_us resources for more info ncall.us/resources/publications-library/ #ElderAbuse

Alt Text Recommendation:

Older Black man sitting with his arms resting on his legs, and his fingers interlaced. Overlaid by text that reads: Understand the dynamics of abuse and the barriers older adults may face in accessing your services.

Resources to Learn More / Links to include in your posts:

NCALL Resource Library:

[Http://ncall.us/resources/publications-library/](https://ncall.us/resources/publications-library/)

8. Ageism



Facebook:

Respecting older adults requires us to examine the ageist attitudes and biases in ourselves and in our agencies and systems. Ageism can be a barrier to effectively responding to older victims by not taking older adults seriously when they report abuse, stripping autonomy and control away from victims when they report, and by the targeting of older adults by perpetrators. See @ncall_us Framework for Advocates working with older survivors to learn more: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf>
#Ageism #VictimCentered #OlderAdults

Instagram:

Respecting older adults requires us to examine the ageist attitudes and biases in ourselves and in our agencies and systems. Ageism can be a barrier to effectively responding to older victims by not taking older adults seriously when they report abuse, stripping autonomy and control away from victims when they report, and by the targeting of older adults by perpetrators.
#Ageism #Aging #Intersectionality #VictimCentered

Twitter:

Respecting older adults requires us to examine and challenge our own ageist attitudes and biases in ourselves and our systems. See the @ncall_us Framework for Advocates: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf> #Ageism

Alt Text Recommendation:

Older white woman with long grey hair in a crow yoga pose overlaid with text that reads: Challenge your and others ageist assumptions.

Resources to Learn More / Links to include in your posts:

- **NCALL Working with Older Survivors of Abuse: A Framework for Advocates:**
<http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2018/12/12072922/GP-Captioned-June2016.pdf>

9. Tribal Communities



Facebook:

One-size-fits-all approaches to working with older victims may not work for every community. Tribal elders who experience harm in tribal communities have unique lived experiences. To learn more about the issue of crime victimization in this unique cultural context, read Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>
#Indigenous #VictimCentered #Intersectionality
#CulturallyResponsive

Instagram:

One-size-fits-all approaches to working with older victims may not work for every community. Tribal elders who experience harm in tribal communities have unique lived experiences. See link in bio to read Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life.
#Indigenous #VictimCentered #Intersectionality
#CulturallyResponsive

Twitter:

One-size-fits-all approaches to abuse in later life will not work for tribal communities. Learn more here: <http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>

Alt Text Recommendation:

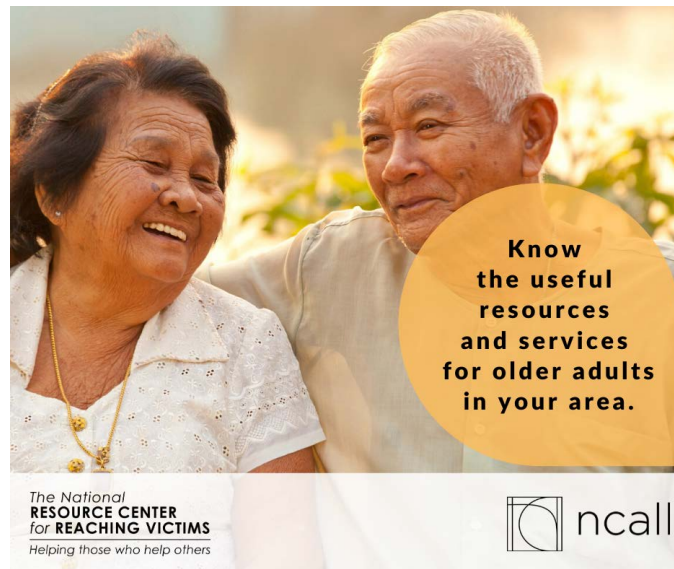
A dream catcher with sky and clouds in the background overlaid by text that reads: Tribal communities have unique needs and considerations when designing effective responses to abuse and mistreatment.

Resources to Learn More / Links to include in your posts:

- **Reclaiming What is Sacred: Addressing Harm to Indigenous Elders and Developing a Tribal Response to Abuse in Later Life:**

<http://s3-us-east-2.amazonaws.com/ncall/wp-content/uploads/2019/02/01110042/TribalPaperNCALL.pdf>

10. Resources and Services for Older Adults



Facebook:

Cases of elder abuse can be complicated and often require the involvement of several different service agencies. Learn who else works with older adults in your community and how collaborating with other programs can enhance the effectiveness of your response to older adults. Check out this list of resources and videos to help you start building your network:

<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

Instagram:

Cases of elder abuse can be complicated and often require the involvement of several different service agencies. Learn who else works with older adults in your community and how collaborating with other programs can enhance the effectiveness of your response to older adults. Link in bio for a list of resources and videos to help you start building your network.

#Elderabuse #Intersectionality #Aging #VictimServices

Twitter:

Continue to build your network of resources and programs working with older adults in your community.

<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

Alt Text Recommendation:

An older Asian man and woman sitting next to each other. The man has his arm around the woman's shoulder and is smiling. Both people are facing slightly towards one another and smiling. Overlaid with text that reads: Know the useful resources and services for older adults in your area.

Resources to Learn More / Links to include in your posts:

- **NCALL Resources for Supporting Older Victims of Crime:**
<https://www.ncall.us/2019/05/29/resources-for-supporting-older-victims-of-crime-and-abuse/>

This Social Media Toolkit was produced by the Vera Institute of Justice under award #2016-XV-GX-K015, awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed in this toolkit are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

© Vera Institute of Justice, National Resource Center for Reaching Victims 2020. All rights reserved.