



Social Media Toolkit

For Our Stakeholder Partners

Campaign

UnRetire YourselfSM

About

UnRetire Yourself is a public education program brought to you by Home Instead, Inc., franchisor of the Home Instead Senior Care[®] network. Home Instead Senior Care franchises are some of the world's largest employers of older workers. Through this program, our network is celebrating all that older workers have to offer the workforce and we hope to encourage more older adults to find work opportunities that add purpose and fulfillment to their post-retirement years.

Learn more at www.UnRetireYourself.com and www.homeinstead.com.

Key Campaign Messages

Many people envision their retirement as a time to do all the things they've been meaning to do for ages—travel, spend time with friends and grandkids, or even clean out the basement. But after a while, retirees often find themselves longing for the structure, sense of purpose, and fulfillment of a career. This program offers older adults inspiration and resources to rewrite their retirement.

- Discover ways you can contribute your passions, skills and experiences in a fulfilling post-retirement career. Learn about paid or volunteer opportunities and get tips for successfully re-entering the workforce.
- Get inspiration from others who are happily unretired. Many older adults with backgrounds in a variety of industries have found fulfilling post-retirement careers.
- Have some fun rewriting your retirement story with the UnRetire Yourself Story Generator. Pick a story theme, fill in the blanks, and generate your story for some unconventional unretirement inspiration.
- Find out your unretirement personality type. Answer a few questions about your work preferences and passions to learn what types of job opportunities might be a good fit for you.

Campaign Timeline

The UnRetire Yourself campaign launches on August 7, 2018 and will be promoted through November 2018, but the content will remain live on www.UnRetireYourself.com for access to the campaign resources at any time past the three-month campaign period.

Why Post to Promote the Campaign

You can inspire older adults to find a fulfilling employment opportunity by posting the campaign content on your social channels to share with your social community. Encouraging conversations around this topic can:

- Connect an older adult with the latest job opportunities
- Inspire ideas for fulfilling post-retirement jobs through personal stories
- Provide resources for re-entering the workforce
- Highlight your organization's expertise and resources for older job seekers.
- Drive engagement on your channel through social-friendly content like the interactive [UnRetire Yourself Story Generator](http://www.unretireyourself.com/stories/story-generator/) [www.unretireyourself.com/stories/story-generator/] and the [UnRetire Yourself with These 10 Hot Jobs – Slide Show](http://www.unretireyourself.com/unretire-yourself-ten-hot-jobs/) [www.unretireyourself.com/unretire-yourself-ten-hot-jobs/]

Suggested Time of Day to Post

Posting at the best day and time for optimal engagement with your audience will ensure the campaign reaches a larger audience. Optimal posting time may vary based on your brand and your audience's social behavior.

Best practice is to look at the data on your Facebook and Twitter social channels to see when your brand gets the highest level of post engagement (shares, likes, comments).

If you don't have that information at your fingertips, you can follow these best practices:

Facebook

- Monday through Friday between 9 a.m. and 3 p.m.
 - Wednesdays and Thursdays between noon and 2 p.m. have the highest engagement overall.
- Saturday and Sunday – between 10 a.m. and 4 p.m.

Twitter

- Any day of the week 10 a.m. – noon
- Friday is the best day to post, with the highest engagement between 9 and 10 a.m.
- Sunday mornings receive the least amount of engagement

Posting Frequency

- Facebook: 1-2 times a week August – November 2018
- Twitter: 2-5 times a week August – November 2018

Hashtag Usage & Tagging

In each of the posts we are using key hashtags (example: #UnRetireYourself) to enable us to effectively track conversations around this campaign, as well as to join other general conversations related to post-retirement resources and job opportunities (example: #dreamjob, #hotjobs, #retirementplanning).

Tagging the Home Instead® corporate social brand pages on Facebook and Twitter helps to increase the reach of each content post.

- Hashtags
 - On Twitter, please use #UnRetireYourself to refer to the UnRetire Yourself public education campaign. You can combine #UnRetireYourself with any of the following related hashtag suggestions throughout the campaign:
 - #JobSearch
 - #Job or #Jobs
 - #Careers
 - #Employment
 - #Opportunity
 - #Retirement
 - #JobTips
 - #Hotjobs
 - #Dreamjob
 - #Retirementplanning
 - #EncoreCareer
 - On Facebook, you may feel free to use a hashtag, but these are not as effective on this social channel.
- Tagging
 - On Facebook, please tag [Home Instead Senior Care](#) (@homeinsteadinc)
 - On Twitter, please use @homeinstead
 - Additional program partners
 - @RetirementJobs (Facebook and Twitter) or @RetirementJobs.com,Inc. (LinkedIn)
 - @Transamerica (Facebook, Twitter and LinkedIn)
 - @Encore.org (Facebook) or @EncoreOrg (Twitter)

Content Assets

In this social media toolkit, we have provided several sample Facebook and Twitter posts you may use throughout the campaign to help promote the campaign and encourage people in your online communities to consider unretirement opportunities. Each of the social posts includes an image that has been optimally designed for that respective social channel.

Additionally, we have provided a web badge and web content that you may use together or individually on your website.

UnRetire Yourself Social Marketing Toolkit Copy

Partner Stakeholder Content

Social Channel	Content
Facebook	<p>It was a pleasure to collaborate with @homeinstead on the UnRetire Yourself campaign. Together we are celebrating all that older workers have to offer today's workforce and we hope to encourage more older adults to find work opportunities that add purpose and fulfillment to their retirement years. Learn more:</p> <p>www.UnRetireYourself.com</p>
Facebook	<p>Flexible hours, minimal training, meaningful work...your dream job might be more attainable than you think! Check out the latest job opportunities popular with older adults who have "unretired":</p> <p>www.unretireyourself.com/unretire-yourself-ten-hot-jobs/</p>
Facebook	<p>When I grow up, I want to _____. Dreaming big for future careers is not just for kids! It's something older adults can do too, before and after retirement. Here's a fun way to inspire your imagination:</p> <p>www.unretireyourself.com/stories/story-generator/</p>
Facebook	<p>The road to retirement is no longer the clear, straight path it once was. Great insight about the changing retirement landscape from @homeinstead, @retirementjobs @transamerica and @encore.org</p> <p>www.unretireyourself.com/resources/not-your-dads-retirement/</p>
Facebook	<p>When Kookie Rackley retired after a 25+ year career as a firefighter, she quickly found out that retirement wasn't for her. Her unretirement journey reminds us that inspiration for your second career can come from unexpected places.</p> <p>www.unretireyourself.com/career-stories/retired-firefighter-unretires-home-instead-caregiver/</p>
Facebook	<p>Once she retired, Dianne realized how much she missed interacting with people at work. Can you relate?</p> <p>Perhaps you'll find inspiration in how she "unretired" herself.</p> <p>https://youtu.be/Of1aQ-0fumI</p>

Facebook	<p>What is your “unretirement” personality type? Take the quiz to learn what types of job opportunities might be a good fit for you as an encore career.</p> <p>www.unretireyourself.com/resources/quiz/</p>
Twitter	<p>It was a pleasure to collaborate with @homeinstead on the #UnRetireYourself campaign. Together we hope to encourage more older adults to experience fulfilling unretirements. www.UnRetireYourself.com #jobs #employment #dreamjobs</p>
Twitter	<p>Flexible hours, minimal training, meaningful work...your #dreamjob might be more attainable than you think! Check out the latest #job opportunities popular with unretirees: www.unretireyourself.com/unretire-yourself-ten-hot-jobs/ #UnRetireYourself #employment #hotjobs #careers</p>
Twitter	<p>Dreaming big for future #careers is not just for kids! Older adults can do it too, before and after #retirement. Here’s a fun way to inspire your imagination: www.unretireyourself.com/stories/story-generator/ #UnRetireYourself</p>
Twitter	<p>The road to #retirement is no longer the clear, straight path it once was. Great insight about the changing landscape from @homeinstead, @retirementjobs @transamerica & @encoreorg www.unretireyourself.com/resources/not-your-dads-retirement/ #UnRetireYourself</p>
Twitter	<p>When Kookie Rackley retired after a 25+ year career as a firefighter, she quickly found out that #retirement wasn’t for her. Her inspiring unretirement journey: www.unretireyourself.com/career-stories/retired-firefighter-unretires-home-instead-caregiver/ #UnRetireYourself #retirementplanning</p>
Twitter	<p>Once she #retired, Dianne realized how much she missed working with people. Can you relate? Perhaps you’ll find inspiration in how she “unretired” herself: https://youtu.be/Of1aQ-OfumI #UnRetireYourself #opportunity #retirement #EncoreCareer</p>
Twitter	<p>What is your “unretirement” personality type? Take the quiz to learn what types of #job opportunities might make a great #EncoreCareer for you: www.unretireyourself.com/resources/quiz/ #UnRetireYourself #jobs #careers</p>
Linked In	<p>It was a pleasure to collaborate with @homeinstead on the UnRetire Yourself campaign. Together we are celebrating all that older workers have to offer today’s workforce and we hope to encourage more older adults to find work</p>

	opportunities that add purpose and fulfillment to their retirement years. Learn more: www.UnRetireYourself.com
Linked In	From Uber driver to Home Instead CAREGiver, discover trending jobs for “unretired” older workers and why they’re popular. www.unretireyourself.com/unretire-yourself-ten-hot-jobs/

<p>Website content – see below for instructions</p>	<p>These images can be placed on any website and would link to the UnRetireYourself website: www.UnRetireYourself.com</p>	<p>Option 1- Large Image</p>  <p>Image Title: Web-Badge-CAREGiver-and-Senior-UnRetire-Yourself-ReWrite-Your-Retirement Download here: https://www.homeinstead.com/news/media-inquiries</p> <p>Option 2 – Small Image</p>  <p>Image Title: Web-Badge - CAREGiver-and-Senior-UnRetire-Yourself-Get-Resources.jpg Download here: https://www.homeinstead.com/news/media-inquiries</p>
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Web Badge and Web Content

Below are a few web badges and accompanying content that you may use on your website.

Web Badge:

You can download the various web badge options on <https://www.homeinstead.com/news/media-inquiries>.

Web Copy:

After the initial excitement of retirement wears off, many retirees find themselves longing for the structure, sense of purpose, and social connection a career can bring. They have valuable skills, experiences and passions that need an outlet—and the extra income of a post-retirement job is a strong motivator for retirees to go back to work as well. The UnRetire YourselfSM program created by Home Instead Senior Care[®] offers educational resources and inspiration to help older adults find a fulfilling career post-retirement. Visit www.UnRetireYourself.com to learn more.

Upload Instructions:

To add an image link back to the event information on our website, please use the following HTML code:

```
<a href="https://UnRetireYourself.com" target="_blank"></a>
```

[LOCATION OF IMAGE] must be replaced by the location of the image, including its name, based on where you've uploaded it on your server.

For example, if you placed the image in a location called “/content/images/unretire.png”, the HTML code would be updated as follows:

```
<a href=" https://UnRetireYourself.com" target="_blank"></a>
```

To add the web copy to your website, please use the following HTML code:

```
<p>After the initial excitement of retirement wears off, many retirees find themselves longing for the structure, sense of purpose, and social connection a career can bring. They have valuable skills, experiences and passions that need an outlet—and the extra income of a post-retirement job is a strong motivator for retirees to go back to work as well. The UnRetire YourselfSM program created by Home Instead Senior Care® offers educational resources and inspiration to help older adults find a fulfilling career post-retirement. Visit www.UnRetireYourself.com to learn more. </p>
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Additional Shareable Content

The UnRetire Yourself public education program includes a robust collection of articles and resources related to finding meaningful work after retirement. The sample social posts included in this toolkit only incorporate a small portion of the available program content. If you would like to share any additional program resources via your social channels, here is the complete list.

Interactive Content

- UnRetire Yourself with These 10 Hot Jobs – Slide Show www.unretireyourself.com/unretire-yourself-ten-hot-jobs/
- UnRetire Yourself Quiz www.unretireyourself.com/resources/quiz/
- UnRetirement Story Generator www.unretireyourself.com/stories/story-generator/

UnRetirement Stories

Articles

- Retired Firefighter UnRetires as Home Instead CAREGiver www.unretireyourself.com/career-stories/retired-firefighter-unretires-home-instead-caregiver/
- UK Veteran Puts Military Experience to Work in Fulfilling “UnRetirement” Job www.unretireyourself.com/career-stories/uk-veteran-puts-military-experience-work-fulfilling-unretirement-job/
- Former Office Manager Makes UnRetirement a Ministry www.unretireyourself.com/career-stories/former-office-manager-makes-unretirement-ministry/
- Two Times UnRetired, Vietnam Veteran Continues to Find Purpose in Work www.unretireyourself.com/career-stories/vietnam-veteran-continues-find-purpose-work/
- Faith Conversion Led Former Navy Pilot to Clergy Career www.unretireyourself.com/career-stories/faith-conversion-led-former-navy-pilot-clergy-career/

Videos

- Stories of the UnRetired: Former Firefighter Becomes Paid Caregiver <https://youtu.be/0f1aQ-0fumI>
- Stories of the UnRetired: Finding a Job with Meaningful Social Interaction <https://youtu.be/3OkN8GEvMCY>
- Stories of the UnRetired: A Reason to Get Up in the Morning https://youtu.be/fi5_0fVvg_Y

UnRetirement Web Articles

- Not Your Dad’s Retirement www.unretireyourself.com/resources/not-your-dads-retirement/
- Retired Before Your Time: What You Can Do www.unretireyourself.com/resources/retired-before-your-time/
- Top 10 UnRetirement Benefits www.unretireyourself.com/resources/top-ten-unretirement-benefits/
- 5 Generations in the Workforce www.unretireyourself.com/resources/five-generations-workforce/
- Volunteerism: Paying it Forward Can Lead to Opportunity www.unretireyourself.com/resources/volunteerism-paying-it-forward-lead-opportunity/
- 5 Ways to Stay Connected www.unretireyourself.com/resources/five-ways-stay-connected/
- Fighting Ageism: Organizations Working to Combat Discrimination www.unretireyourself.com/resources/fighting-ageism-organizations-work-combat-age-discrimination/
- UnRetire Yourself Executive Summary (PDF) www.unretireyourself.com/resources/executive-summary/