**SNAP and Seniors Professional Network**

**Senior Hunger Awareness Month Social Media Toolkit**

This toolkit includes high-resolution images and messages created for Facebook, Instagram, and Twitter.

**Images (starting on page 3):**

* Rectangular images are sized for Facebook and Twitter
* Square images are sized for Instagram
* Right-click on the image to save it to your computer

**Text:**

* Copy and paste the text below and pair with an image. You may also customize with your program or agency’s website or contact information.
* Consider adding hashtags that resonate with your local audience.

**Facebook and Instagram**

April is Senior Hunger Awareness Month. SNAP helps more than 600,000 seniors in New York State stay healthy by improving their nutrition and food security. If you or a senior you know struggles with hunger, visit FoodHelpNY.org to find help with SNAP.

April is Senior Hunger Awareness Month. Today we highlight SNAP. Many seniors rely on SNAP to put food on the table. SNAP is like Social Security and Medicare — if you are eligible, you will get your benefit and have more to spend on food. If you struggle to get enough food, visit FoodHelpNY.org to learn how to get started with SNAP.

April is Senior Hunger Awareness Month – a time to raise awareness of senior hunger in our communities and spotlight solutions. SNAP helps more than 600,000 seniors in New York put food on the table, but many eligible seniors do not participate. If you or a senior you know struggles to afford food, visit FoodHelpNY.org to learn how to get started with SNAP.

Nearly 200,000 New York State seniors are eligible for – but not receiving – SNAP food assistance. During Senior Hunger Awareness Month, please join us in working to close this gap. If you know or care for a senior who struggles to get enough to eat, let them know SNAP can help. Visit FoodHelpNY.org to learn more.

During Senior Hunger Awareness Month, we spotlight SNAP, which puts nutritious food in reach of more than 600,000 New York State seniors. Using SNAP is easy, and special rules help more seniors apply and participate. To learn how to get started, visit FoodHelpNY.org

Too many seniors in New York struggle to get enough to eat. During Senior Hunger Awareness Month, we celebrate the vital role SNAP plays in helping seniors afford a nutritious diet that supports a healthy lifestyle. Visit SNAPandSeniorsNY.org learn more and find tools and resources to connect seniors to SNAP.

**Twitter (280 characters or less)**

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During Senior Hunger Awareness Month we shine a light on SNAP. SNAP helps more than 600,000 seniors in NY put food on the table, but many eligible seniors do not get SNAP. If you or a senior you know struggles with hunger, visit FoodHelpNY.org find SNAP help near you.

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During Senior Hunger Awareness Month, we shine a spotlight on the SNAP & Seniors Professional Network. The Network connects senior service providers with tools & resources to help seniors get and keep SNAP food assistance. Learn more & sign up: SNAPandSeniorsNY.org.

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