

Royalty-free images are available online through sites like dreamstime.com, pixabay.com and pexels.com. These are third party sites and are not endorsed by or affiliated with WAP. Agents must use licensed images and comply with copyright laws.

Your Social Media Plan for the Year

JANUARY	<ul style="list-style-type: none"> • Post your New Year's Resolutions and a link to tips for how to stay on track. • Many people resolve to exercise and eat right. Share some tips from trustworthy sources, such as the CDC. • January is National Hobby Month. Share something about your hobby or a hobby you want to try and how others can get started. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
FEBRUARY	<ul style="list-style-type: none"> • February is American Heart Month. Post something to raise heart health awareness. Use reliable sources, such as the CDC or the National Heart, Lung and Blood Institute. • Share any relevant articles from the Social Security Administration blog. • Post an inspirational image from the royalty free image source of your choice. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, which provides resources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
MARCH	<ul style="list-style-type: none"> • Warn your clients about scams that target seniors. The FTC's blog often covers scams, and you can share the posts. • March is National Sleep Awareness Month. Share tips on getting a good night's rest. Use reliable sources, such as the CDC. • Share an article from SeniorLiving.org. • Share an article from the Senior Planet, which provides resources, activities and programs for seniors. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
APRIL	<ul style="list-style-type: none"> • Celebrate April Fool's Day by sharing some of your favorite (non-offensive!) jokes. • Warn your clients about IRS scams. Use reliable sources, such as the IRS or FTC. • April is Stress Awareness Month. Share some stress-management tips or facts from American Institute of Stress or other reliable sources. • It's time for some spring cleaning. Share some cleaning tips or hacks. 	<ul style="list-style-type: none"> • Post an inspirational image from the royalty free image source of your choice. • Share an article from the National Institute on Aging. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
MAY	<ul style="list-style-type: none"> • Summer's coming. Help your clients prepare safely with a message about staying healthy in the heat. Use reliable sources, such as the CDC. • May is Healthy Vision Month. Remind your clients to take care of their eyes with regular eye exams. • May is also Mental Health Awareness Month. Share something from the CDC or another reliable source. • Share an article from the Senior Planet, which provides resources, activities and programs for seniors. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.

<p>JUNE</p>	<ul style="list-style-type: none"> • Help your clients plan a summer vacation by sharing a list of the top vacation spots for retirees. You can do an online search to find some. Remember to use reliable sources. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>JULY</p>	<ul style="list-style-type: none"> • Celebrate the Fourth of July with an inspirational image from the royalty free image source of your choice. • Warn your clients about Medicare scams. Use reliable sources, such as CMS or the FTC. • Share any relevant articles from the Social Security Administration blog. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, which provides resources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>AUGUST</p>	<ul style="list-style-type: none"> • It's important to stay hydrated during the summer heat. Share some health tips from a reliable source like the CDC. You can also share a recipe for your favorite summertime thirst quencher. 	<ul style="list-style-type: none"> • Share an article from SeniorLiving.org. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>SEPTEMBER</p>	<ul style="list-style-type: none"> • Post something to celebrate grandparents on Grandparents Day, which falls on the first Sunday after Labor Day. If you want, you can add a personal touch by sharing a photo of your grandparents. • September is Healthy Aging Month. Post tips on how to be healthy at any age. Use reliable sources, such as the CDC. • Share an article from the National Institute on Aging. 	<ul style="list-style-type: none"> • Share an article from the Senior Planet, which uses Older Adults Technology Services (OATS) to provide sources, activities and programs for seniors. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>OCTOBER</p>	<ul style="list-style-type: none"> • Announce that plan information is available at Medicare.gov starting October 1. • Kick off AEP on October 15 with a post. • Celebrate Halloween with a fun image from the royalty free image source of your choice. • Share any relevant articles from the Social Security Administration blog. 	<ul style="list-style-type: none"> • Share an article from SeniorLiving.org. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>NOVEMBER</p>	<ul style="list-style-type: none"> • Post an AEP reminder. • Celebrate Thanksgiving by posting about how thankful you are for your clients. Add one of your favorite Thanksgiving recipes. • November is Diabetes Awareness Month. Share important facts from reliable sources, such as the American Diabetes Association. 	<ul style="list-style-type: none"> • Share an article from the National Institute on Aging. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.
<p>DECEMBER</p>	<ul style="list-style-type: none"> • AEP ends on December 7. Post a "Last Call" reminder. • Spread joy with a happy holidays message. Include changes to your office hours or a list of dates when your business operations will be closed. • Share any relevant articles from the Social Security Administration blog. • Share an article from SeniorLiving.org. 	<ul style="list-style-type: none"> • It's getting cold and icy. Share tips on keeping warm and avoiding falls outside. Use reliable sources, such as the CDC. • Share something from Medicare's Twitter feed. • Use the buttons on each article to share something from WAP's blog. • Share something from WAP's Facebook, Twitter or LinkedIn.

