

Foundational Competencies in Older Adult Mental Health Certificate Program Social Media Toolkit

Spread the word about the Foundational Competencies in Older Adult Mental Health Online Certificate Program! We offer several examples to help your organization promote to your members and network, across Twitter, LinkedIn, Instagram, and Facebook. You can copy and paste the sample messages below and tailor them to meet your needs.

REGISTRATION LINK:

<https://bit.ly/MHcertificate>

SOCIAL MEDIA CONTENT

TWITTER

1. The Rush Center for Excellence in Aging, @E4Center, and @CATCH_ON_GWEP invite you to complete their Foundational Competencies in Older Adult Mental Health Online Certificate Program as a first step in developing competency in serving older adults. CE available! Learn more and enroll today. <https://bit.ly/MHcertificate>
2. [ORGANIZATION] is proud to promote the Rush Center for Excellence in Aging, @E4Center, and @CATCH_ON_GWEP Foundational Competencies in Older Adult Mental Health Certificate Program. CE available! Learn more and enroll today. <https://bit.ly/MHcertificate>

FACEBOOK, INSTAGRAM, LINKEDIN

1. The growing population of older adults presents a unique opportunity for mental health professionals to expand clinical practice and experience deeply meaningful clinical work. The [E4 Center of Excellence for Behavioral Health Disparities in Aging](#), [CATCH-ON](#), the Geriatric Workforce Enhancement Program based at Rush, and the [Rush Center for Excellence in Aging](#) invite you to complete this Foundational Competencies in Older Adult Mental Health Online Certificate Program as a first step in developing competency in serving the needs of our aging patients. The program is free to access, and CE credits are also available for a small fee! Learn more and enroll today. <https://bit.ly/MHcertificate>
2. Due to medical, public health, and social efforts, Americans are living longer. Older generations are healthier, better educated, and more psychologically-minded, allowing unique opportunities for mental health professionals. The Foundational Competencies in Older Adult Mental Health Online Certificate Program provides knowledge that every mental health clinician needs to work effectively with older adults. These modules can serve as a first step in developing competency in older adult mental health. The program is free to access, and CE credits are also available for a small fee! Learn more and enroll today. <https://bit.ly/MHcertificate>
3. Experts in geriatric psychiatry, geropsychology, neuropsychology, and clinical social work contributed to the development of the Foundational Competencies in Older Adult Mental Health Online Certificate Program to ensure that the evidence-based content reflects the knowledge required by a broad range of mental health and primary care clinicians. The program is free to access, and CE credits are also available for a small fee! Learn more and enroll today. <https://bit.ly/MHcertificate>

HASHTAGS

Below are some suggested hashtags that include topic areas of the Certificate Program. Choose the one(s) that are best suited for your organization.

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#olderadults, #mentalhealth, #geriatrics, #attitudesaboutaging, #adultdevelopment, #depression, #suicide, #anxiety, #trauma, #PTSD, #substanceuse, #psychopharmacology, #cognition, #commonlifeissues, #endoflife, #grief, #practiceissues, #mentalhealthbestpractices, #treating substanceusedisorders, #geriatricscareteams, #weallage, #healthequity4all

SAMPLE NEWSLETTER COPY

The growing population of older adults presents a unique opportunity for mental health professionals to expand clinical practice and experience deeply meaningful clinical work. The [E4 Center of Excellence for Behavioral Health Disparities in Aging](#), [CATCH-ON](#), the Geriatric Workforce Enhancement Program based at Rush, and the [Rush Center for Excellence in Aging](#) invite you to complete this Foundational Competencies in Older Adult Mental Health Online Certificate Program as a first step in developing competency in older adult mental health.

Experts in geriatric psychiatry, geropsychology, neuropsychology, and clinical social work contributed to the development and peer review of the Foundational Competencies in Older Adult Mental Health Online Certificate Program to ensure that the evidence-based content reflects the knowledge required by a broad range of mental health clinicians. The program is free to access, and CE credits are available for a small fee!

Learn more and enroll today. <https://bit.ly/MHcertificate>

GRAPHICS & SHAREABLE IMAGES

Please download and share the attached images with your outreach.