

APTA Geriatrics Toolkit

- **Social media graphics**

- Feel free to use any and all resources and promote when you can!
- Use the graphics when posting anything APTA Geriatrics related, attended events, webinars, resources you got a lot out of, etc. (and tag us!)
- Promoting your membership to others, what you have gotten out of being a member of APTA Geriatrics.
- Use the “Proud Member” social banner as a header image on your Facebook, X, or other social media accounts!
- Use the “Proud Member” Email Signature to your email to let your colleagues, or network know you are a member of APTA Geriatrics
- Use the “Proud Member” Profile Picture as a social media PFP on any of your accounts!

- **APTA Geriatrics Social Media Accounts**

- Make sure you follow us, and tag us in your posts!
 - Facebook: @APTA Geriatrics
 - Instagram: @apta_geriatrics
 - LinkedIn: APTA Geriatrics, An Academy of the American Physical Therapy Association
 - X (Twitter): @APTA_Geriatrics
- Use our hashtags!
 - #AgeON
 - #APTAGeriatrics
 - #WhyGeri

- **Tell us your story!**

- Fill out the form to tell us about your experience with APTA Geriatrics! Your contribution will be used to promote membership, and other APTA Geriatrics marketing materials.

- **Presentation Resources**

- Use the PowerPoint template for any presentations you put together that could be an opportunity to spread the word about APTA Geriatrics!