



NATIONAL
MINORITY QUALITY
FORUM



Caregiver Connect

A Social Media Toolkit for Alzheimer's Awareness



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Call to Actions

Signs of Alzheimer's



362



12



Alzheimer's disease affects millions of families. As a caregiver, you understand the emotional and physical challenges of providing support, while also recognizing the importance of patience, compassion, and seeking help when needed.

It's equally crucial to alert friends about Alzheimer's and encourage them to recognize the signs in their own family members, as early awareness can lead to better support systems and more proactive care. Use this toolkit to spread the word and help others learn more.

Caregivers and advocates alike can raise Alzheimer's awareness by sharing the social media messages below. Simply copy and paste the posts below into your own social media. Below the posts, click "Link to Graphics" to add visual content to your posts.

Facebook Posts

Post 1: General Awareness

Did you know? Early detection of Alzheimer's can help improve care and quality of life. Here are some common signs to look out for in loved ones:



Memory loss that gets in the way of daily life



Trouble solving problems or planning



Confusion with time or place



Challenges in speaking or writing



No longer interested in social activities

If you notice these changes in someone you care about, it's important to get professional help.
Share this post to spread awareness! [#AlzheimersAwareness](#) [#CaregiverSupport](#)

Post 2: Personal Touch

As a caregiver, I've learned that recognizing the signs of Alzheimer's early is crucial. If you're seeing changes in your loved one's behavior or memory, here's what to keep in mind:



Forgetting recently learned information



Repeating questions or statements



Trouble finishing familiar tasks



Poor judgment and decision-making

It's not easy, but **sharing this information with others can help us all support those affected.** 
[#AlzheimersSupport](#) [#FamilyCaregivers](#)

Post 3: Call to Action 🗣️

Friends, let's all be aware of the signs of Alzheimer's! If you see these symptoms in a loved one, encourage them to talk to a doctor. Early intervention can make all the difference.



Memory loss



Mood swings



Confusion



Difficulty following conversations

Tag someone who might benefit from knowing this info. **Together, we can make a difference!**

#FightAlzheimers #CaregiverEducation

[Link to graphic 1](#) 🖱️

[Link to graphic 2](#) 🖱️

[Link to graphic 3](#) 🖱️

Twitter (X) Posts

Tweet 1

Family, early detection is key! Watch out for these signs of Alzheimer's in loved ones: memory loss, confusion, trouble speaking, and more.

Don't wait, seek help!

#AlzheimersAwareness #CaregiverTips

Tweet 2

Friends, it's important to stay informed. If you notice any changes in memory, behavior, or problem-solving, in your loved one, it could be a sign of Alzheimer's.

Share this info!

#Alzheimers #Caregiving

Tweet 3

If your loved one is showing signs of confusion, forgetting things, or struggling to complete tasks, it may be Alzheimer's.

Early diagnosis can help!

#EarlyDetection #Alzheimers

[Link to graphic 1](#) 🖱️

[Link to graphic 2](#) 🖱️

[Link to graphic 3](#) 🖱️

Instagram Posts

Post 1

Alzheimer's affects millions, but many don't recognize the signs until it's too late. Keep an eye out for these early warning signs:



Forgetting names or important dates



Difficulty following a conversation



Misplacing items and forgetting where they are



Mood or personality changes

Early action can help! [#AlzheimersAwareness](#) [#FamilyCaregiver](#) [#HealthTips](#)

Post 2

Caregiving is challenging, especially when it comes to Alzheimer's. Here's a list of symptoms to share with friends and family:



Difficulty with problem-solving



Trouble with everyday tasks



Confusion about time or place



Memory loss

Let's support one another and raise awareness. [#CaregiverSupport](#) [#AlzheimersSigns](#) [#EarlyDetection](#)

Post 3

Did you know? Alzheimer's doesn't just affect memory—it impacts daily life. If you notice any of these symptoms in a loved one, encourage them to see a doctor:



Trouble with speech and writing



Withdrawal from social activities



Repeating questions

Help spread the word! [#EndAlzheimers](#) [#AlzheimersAwareness](#) [#SupportCaregivers](#)

[Link to graphic 1](#)

[Link to graphic 2](#)

[Link to graphic 3](#)

Hashtags To Use

#AlzheimersAwareness
#CaregiverSupport

#Alzheimers
#FightAlzheimers

#EarlyDetection
#AlzheimersSigns

#SupportCaregivers
#FamilyCaregiver

Engagement Strategies

Engagement is key to spreading awareness about Alzheimer's. Building an active and informed community can amplify important messages and encourage early diagnosis. Using a mix of storytelling, visual content, and interactive discussions can make advocacy efforts more impactful.

Tag Advocacy Organizations

Share Personal Stories

Use Infographics



It's not always just a "normal" part of aging!

Speak to your family and to your doctor to share what's going on and find answers!