

## 2025-26 Election Social Media Toolkit for Volunteer Advocates

### General Guidance



Alzheimer's is an issue impacting millions of individuals and families across the country. The Alzheimer's Association and Alzheimer's Impact Movement (AIM) appreciates your ongoing interest in elevating these issues in the public eye and letting officials, candidates and other leaders know you care. Please be aware that whatever actions you take in connection with AIM or the Alzheimer's Association must not be partisan; that is, favoring one candidate or another. Please be careful not to post photos or comments on social media or any other platform that imply AIM or the Alzheimer's Association supports or opposes any candidate. Feel free to reach out to local public policy staff if you have questions or concerns about an action or a post.

### Social Guidance

- Use Relevant Hashtags. This includes general brand hashtags like #ENDALZ and #Road2ENDALZ. You can also use hashtags related to policies AIM supports (#ASAPAct, #AADAPTAct etc.) when relevant. Be sure to use the appropriate hashtag to the race you are engaging (i.e.: #DemDebate, #WI4, #VAGOV).
- Tag candidates within your post copy or in a photo so they (or a staffer) see your message. While you do not need to include each candidate per social media post, you need to make sure you are balancing your social media posts between all major candidates.
- Visit [alz.org/facts](https://alz.org/facts) for the latest Alzheimer's disease *Facts and Figures* to localize your social media content.
- Content ideas:
  - Post photos and videos from your meetings with candidates. Be sure to thank them for their time.
  - If a candidate mentions supporting one of our policies during a debate, post a thank you to them.
  - Share your personal connection to Alzheimer's and dementia and what inspired you to become an advocate.
  - Please remember to never criticize candidates. Politely ask them to commit their support and say you look forward to working with them on these issues in the future.

*Reminder: The Alzheimer's Association and AIM do not endorse candidates. **Please do not post photos or comments on social media or any other platform that imply that either the Association or AIM supports or opposes any candidate.***

### Sample Posts

- Leading up to the #2025Election, I'm calling on @CANDIDATE\_HANDLE for his/her plan  to address the Alzheimer's and dementia public health crisis. #Road2ENDALZ
- Alzheimer's impacts NUMBER STATERS. Join me in asking @CANDIDATE\_HANDLE and @CANDIDATE\_HANDLE about their plan to address this growing public health crisis . #Road2ENDALZ

- **STATE** taxpayers will spend **AMOUNT** caring for those living with Alzheimer's this year. How will you help **STATE** caregivers **@CANDIDATE\_HANDLE**? #Road2ENDALZ 💜
- Today, **NUMBER STATES** are living with Alzheimer's. **@CANDIDATE\_HANDLE**, what is your plan to fund Alzheimer's research so we can keep finding new treatments and eventually a cure? #Road2ENDALZ
- 1 in 3 seniors dies with Alzheimer's or another dementia. It's critical voters hear from **@CANDIDATE\_HANDLE** about their plan to address the Alzheimer's crisis 🧠. #Road2ENDALZ
- Alzheimer's is devastating **STATE** families and straining our economy. **@CANDIDATE\_HANDLE**, what is your plan to ensure families like mine have access to innovative treatments? 🧪 #Road2ENDALZ
- Millions of American voters have known someone with Alzheimer's, including me. Ahead of the #2025Election I'm calling on **@CANDIDATE\_HANDLE** and **@CANDIDATE\_HANDLE** to release their plans to address this crisis 🏛️. #Road2ENDALZ
- Older Black and Hispanic Americans are disproportionately affected by Alzheimer's. **@CANDIDATE\_HANDLE**, what is your plan to address these health disparities?

*If applicable, please tweet debate moderators with suggested questions for candidates:*

- The majority of American voters are either living with Alzheimer's, providing unpaid care for someone with it or know someone who has had it. **MODERATOR\_HANDLE**, ask how candidates plan to address the public health crisis of our generation. #Road2ENDALZ
- Alzheimer's is expected to cost the nation \$384 billion this year. **MODERATOR\_HANDLE**, ask candidates their plan to address this public health and economic crisis 🏛️. #Road2ENDALZ
- 1 in 3 seniors currently dies with Alzheimer's disease or another dementia. During the debate, **MODERATOR\_HANDLE**, please ask the candidates their plan to make this disease a priority by finding a way to treat or cure it, like we've done for polio & HIV/AIDS 🧪. #Road2ENDALZ
- I'm one of nearly 12 million Americans serving as a caregiver to someone with Alzheimer's. During this debate, **MODERATOR\_HANDLE**, please ask the candidates their plan to support families like mine 💜.