

## #NotAfraidofMyBirthday Campaign Toolkit

Thank you for participating in the #NotAfraidofMyBirthday campaign sponsored by [Better Birthdays](#) in November 2023.

### It's easy to participate!

Share a photo with the hashtag #NotAfraidofMyBirthday on social media. We'll be monitoring Instagram, Facebook, and LinkedIn for posts with the hashtag so we can comment and share!

Option 1 - Post our image and use our caption as a starting point



- Sample Caption for Instagram
  - Even though my birthday is [insert month], I wanted to show my support for the campaign from @betterbirthdaysorg, @endageismtogether, and @agefriendlyvibes this November.
  - Birthdays are the perfect time to spread age-positive beliefs, which research shows can impact longevity by up to 7.5 years!
  - Please share this post and participate by sharing your picture with the hashtag #notafraidofmybirthday

- Visit <https://betterbirthdays.org/notafraid> for more information and to download the toolkit.

Option 2 - Take a selfie holding a sign with the hashtag #NotAfraidofMyBirthday

- Make a sign with the hashtag and snap a selfie.
- You may need to flip (or mirror) the image to read the hashtag!
  - Here's how to [flip an image on an iPhone](#), and in [Canva](#).

Option 3 - Add the #NotAfraidofMyBirthday hashtag to a photo

- For extra impact, find a recent picture where you are celebrating your birthday.
- Open your photo in your favorite photo editor, like [Canva](#), and add the text #NotAfraidofMyBirthday to your photo.
  - OR use the photo-label.png file in the toolkit folder to place our hashtag label on your photo.

BONUS Option - Update your profile picture with the #NotAfraidofMyBirthday frame

- Open your profile photo in your favorite photo editor, like [Canva](#).
- Use the profile-photo-frame.png file in the toolkit folder to add the frame to your profile photo. It's designed to fit a 400px by 400px square photo.
- Upload your new profile photo to LinkedIn or Facebook. Instagram profile photos are so small that the frame won't be visible.

## Sample Social Media Text

Make sure to add context to your post by adding the following:

- **Make sure to use the #NotAfraidofMyBirthday hashtag (not case-sensitive) so we can find your post!**
- Mention Better Birthdays, Changing the Narrative, and Age-Friendly Vibes so we can reshare your content!
  - Better Birthdays
    - <https://betterbirthdays.org>
    - @betterbirthdaysorg (Instagram)
  - Changing the Narrative
    - <https://changingthenarrativeco.org>

- @endageismtogether (Instagram)
  - ChangeNarrativeUS (Facebook)
  - changing-the-narrative-co (LinkedIn)
- Age-Friendly Vibes
  - <https://agefriendlyvibes.com>
  - @agefriendlyvibes (Instagram)
  - AgeFriendlyVibes (Facebook)
  - Jangolden-agefriendlyvibes (LinkedIn)
- Sample text to use as a starting point or to copy as is!
  - I believe birthdays should be celebrated and not feared!
    - OR I'm proud to celebrate my birthday every year!
    - OR Even though my birthday is [insert month], I wanted to show my support for the campaign from @betterbirthdaysorg, @endageismtogether, and @agefriendlyvibes this November.
  - Birthdays are the perfect time to spread age-positive beliefs, which research shows can impact longevity by up to 7.5 years!
  - Please share this post and participate by sharing your picture with the hashtag #notafraidofmybirthday
  - Visit <https://betterbirthdays.org/notafraid> for more information and to download the toolkit.

## Questions?

- Contact Jan from Age-Friendly Vibes by email: [jan@agefriendlyvibes](mailto:jan@agefriendlyvibes) or direct message me on Instagram, Facebook, or LinkedIn.

**Thank you for your support!**