

#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 or direct message me on Instagram, Facebook, or LinkedIn.

Thank you for your support!