



Age UK's Silver Sunday Social Media 2025

Sharing your Silver Sunday events and celebrations on social media is a great way to raise awareness of your events, encourage people to attend, celebrate older people in your community, and inspire others to get involved.

This guide provides everything you need to promote your Silver Sunday events on social media, including sample captions, graphics, and tips on tagging.

Assets

Promotional social graphics can be downloaded from our [website](#). Alternatively, you can create your own graphic incorporating the Silver Sunday logo.

Tags and hashtags

When sharing your posts, don't forget to tag Age UK and include the hashtag **#AgeUKSilverSunday** so we can find your posts and like, comment, and share them. Use the following tags for each platform:

- **@Age UK** on Facebook.
- **@age_uk** on Instagram, X, and TikTok.
- **@age-uk** on LinkedIn.
- **@ageuk.bsky.social** on Bluesky.

Consider tagging other local organisations who work with older people such as your local council, housing associations and voluntary and community partners.

Facebook Group

A great way to share your event and connect with other organisers and individuals celebrating across the UK is through the Age UK Silver Sunday Facebook Group. Join the group, share your event details and help make this year's Silver Sunday the best one yet ➡ <https://bit.ly/3H4yfoc>

Content

Below are some sample social media captions you can use for your posts. Feel free to adapt them or take inspiration to create your own. Should you have any questions or need assistance, please email: silversunday@ageuk.org.uk

Platform	Copy
Longform platform	<p>We're thrilled to be supporting @Age UK's Silver Sunday this October! 💜</p> <p>Come along for free to [venue] to enjoy [insert event details] and try something new [insert hyperlink].</p> <p>#AgeUKSilverSunday</p>
Shortform platform	<p>Bookings are now open for our free #AgeUKSilverSunday event!</p> <p>Don't miss out: [insert hyperlink].</p>
Longform platform	<p>There's just over a week to @Age UK's Silver Sunday! 💜</p> <p>Come along to our [insert event] with an older friend, family member or neighbour and enjoy a day of fun, friendship, and celebration!</p> <p>#AgeUKSilverSunday</p>
Shortform platform	<p>We're proud to be supporting #AgeUKSilverSunday! 💜</p> <p>Let an older relative, neighbour, or friend know, and find your local events near you: https://ageuk.org.uk/silver-sunday</p>
Longform platform	<p>We're proud to be supporting this year's #AgeUKSilverSunday! 💜</p> <p>It's the biggest celebration of older people in the UK, and every year hundreds of Age UK Silver Sunday events are organised by generous local groups, businesses and volunteers and reach tens of thousands of older people UK-wide.</p> <p>Find out more at https://ageuk.org.uk/silver-sunday</p>
Shortform platform	<p>This weekend we're celebrating #AgeUKSilverSunday!</p> <p>[insert event details]. Come join us! [Insert hyperlink].</p>