

## Global Intergenerational Week 2024 Communications Guidance

We thank you for your continued support of Global Intergenerational Week 2024 and would be delighted to see you promote/highlight your IG activities or simply support the campaign throughout the week 24<sup>th</sup> – 30<sup>th</sup> April.

This document provides some guidance, resources and suggestions for social media content during the week.

LGNI are asking that you sign up to become a supporter of GIW24 and adding your organisation logo's here - [Intergenerational Week \(generationsworkingtogether.org\)](https://www.generationsworkingtogether.org) (view existing logo's here also).

The GIW Supporters Pack has also been attached for your information (in zip folder).

LGNIs' Global IG Week page will be regularly updated with info and events - [Global Intergenerational Week – Linking Generations NI](#)

### General Support post for GIW24!

LGNI would be delighted if your group/organisation/setting could post on social media to give your support to our campaign in Northern Ireland.

This year's key message is that intergenerational practice and connection is not just nice but essential! There is a graphic to support this in the attached zip folder and we would love it if you could share the wording below or feel free to use your own!

***We are excited to be supporting #GIW24 in Northern Ireland and believe that intergenerational connections are not just nice but essential! Join @Linking Generations in celebrating everything #intergenerational in the communities we live, work and go to school across NI by sharing your stories, photos and support! Happy Global Intergenerational Week 2024!***

***For more information on #GIW24 in NI check out***

***<https://www.linkinggenerationsni.com/global-intergenerational-week/>***



## Showcase your Intergenerational Activities/Messaging during GIW24!

We are encouraging LGNI supporters to get involved on social media by showcasing intergenerational activity. Each day of GIW has a theme and graphics, why not use them to highlight your intergenerational work and its relevance these GIW24 themes!

A GIW Resource pack zip folder has been attached which includes all campaign graphics, fun ideas and themes for each day which can also be downloaded via -

<https://generationsworkingtogether.org/global-intergenerational-week/about-global-intergenerational-week>

LGNI have also created a GIW ideas Guide for those interested in developing intergenerational activities to celebrate GIW24. This handy resource can be downloaded via

<https://www.linkinggenerationsni.com/wp-content/uploads/2024/03/2024-Global-Intergenerational-Week-Activity-Ideas-1.pdf> - Please feel free to share!

Please tag LGNI in the post <https://www.facebook.com/LinkGenNI/>, @LinkGenNI, etc and Public Health Agency NI who are kindly supporting LGNI's work on GIW this year.

### GIW Daily Themes

**Day 1 (24/04): *Let's Raise Intergenerational Awareness***

**Day 2 (25/04): *Let's Build Intergenerational Partnerships***

**Day 3 (26/04): *Let's Combat Loneliness and Social Isolation***

**Day 4 (27/04): *Let's Celebrate Intergenerational Spaces and Communities***

**Day 5 (28/04): *Let's Break Down Age Barriers***

**Day 6 (29/04): *EU day – Solidarity between Generations***

**Day 7 (30/04): *Let's Build Intergenerational Workplaces***

**Graphic example below:**



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