



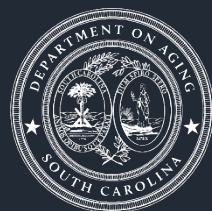
MALNUTRITION AWARENESS

Social Media Toolkit



Nourish to Flourish SOUTH CAROLINA

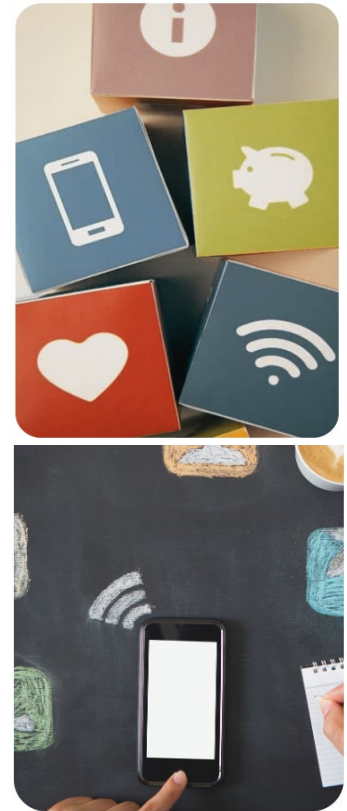
#NourishtoFlourishSC



South Carolina
**DEPARTMENT
ON AGING**

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Hello and Welcome to your Malnutrition Awareness Toolkit!

This toolkit provides the resources you need to roll out an effective malnutrition awareness campaign. With the use of data, hashtags, photos, personal stories, videos and sample social media posts, your organization can play a vital role in educating the community and clients about the detection, intervention, and treatment of senior malnutrition.

Older adult malnutrition is a growing crisis that can lead to an increased risk of death, increased risk of hospitalization, a weakened immune system, increased infection, decreased bone mass, muscle weakness, and an increased risk of falls and fractures.

Insufficient attention is given to preventing or treating the condition, but with your efforts and the power of social media, malnutrition can be defeated!

[Watch the Welcome Video!](#)

[CLICK HERE](#)



We're Better Together

- Harness the power of Facebook, X, and other social media tools to help raise malnutrition awareness among your community and clients.
- Download the [Nourish to Flourish SC logos](#) for digital or print use and add it to your website and other materials.
- Use our social media graphics and sample messages for your social media postings.
- Create your own posts using the resources found in this toolkit. Don't forget to add the Nourish to Flourish SC logo.
- Use the hashtag #NourishtoFlourishSC to spread the word about senior malnutrition.
- Map out a schedule of postings and videos.
- Create online partnerships with nutrition focused organizations and resources.
- Promote and host a malnutrition awareness day using the resources found on pages 13 & 14. Take pictures and showcase your event on social media.

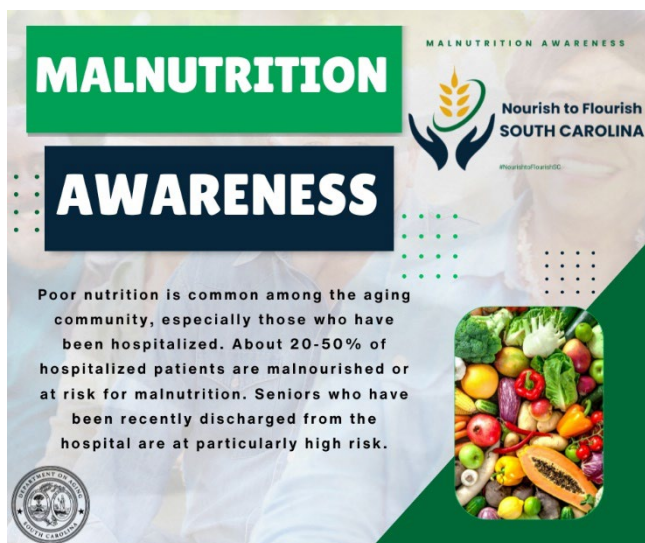
Follow #NourishtoFlourishSC

- Like us on Facebook: [facebook/com/SCDOA/](https://facebook.com/SCDOA/)
- Follow us on X: [@AgingSC](https://twitter.com/AgingSC)
- Use the hashtag [#NourishtoFlourishSC](https://twitter.com/hashtag/NourishtoFlourishSC) to keep the conversation moving.



Sample Facebook and X Posts

Visual Assets

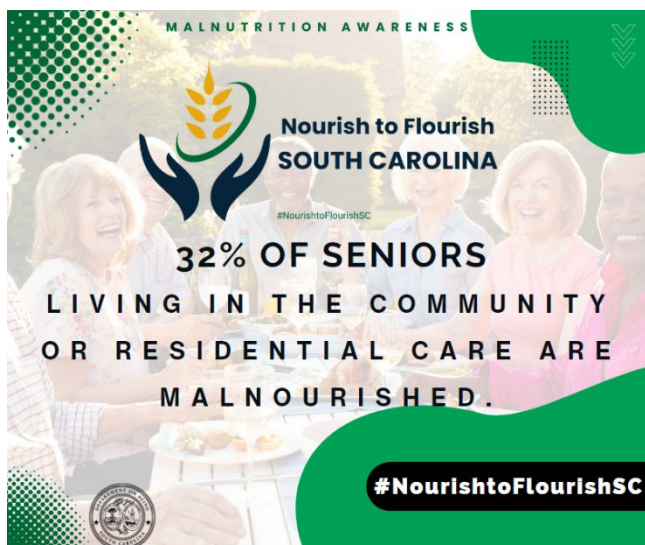


Posting #1:

[DOWNLOAD: Graphics #1-4](#)

Facebook- Malnutrition Awareness Week is [insert date range]! Malnutrition Awareness is to help educate the community on the early detection, intervention, and care of malnutrition. Learn more about how malnutrition effects our South Carolina Aging Community! <https://bit.ly/45SCue0> #NourishtoFlourishSC

X- Malnutrition Awareness Week is [insert date range]. Malnutrition Awareness is to help educate the community on the early detection, intervention, and care of malnutrition. Learn more about how malnutrition effects our South Carolina Aging Community! <https://bit.ly/45SCue0> #NourishtoFlourishSC



Posting #2:

Facebook- Increasing the awareness of Malnutrition among our South Carolina aging community is vital to help them age in place. Malnutrition is prevalent among those living in the community or residential care. #NourishtoFlourishSC

X- Increasing the awareness of Malnutrition among our South Carolina aging community is vital to help them age in place. Malnutrition is prevalent among those living in the community or residential care. #NourishtoFlourishSC

Visual Assets



Posting #3:

Facebook- How to spot symptoms that could mean you're malnourished- Poor nutrition and eating problems can put you at risk of being malnourished. Malnutrition threatens your health and your ability to recover from injuries or illnesses. Learn the symptoms you need to look for and when you need to address them. <https://bit.ly/Symptoms-Malnourish> #NourishtoFlourishSC

X- Signs that you could be malnourished- Poor nutrition and eating problems can put you at risk. Malnutrition threatens your health and ability to recover from injuries or illnesses. Learn the symptoms here: <https://bit.ly/Symptoms-Malnourish> #NourishtoFlourishSC



Posting #4:

Facebook- Observation and knowing what to look for is key to helping combat malnutrition in our aging community. The Nourish to Flourish malnutrition awareness initiative provides resources to educate everyone on the signs. #FlourishtoNourishSC

X- Observation and knowing what to look for is key to helping combat malnutrition in our aging community. The Nourish to Flourish malnutrition awareness initiative provides resources to educate everyone on the signs. #FlourishtoNourishSC

Visual Assets

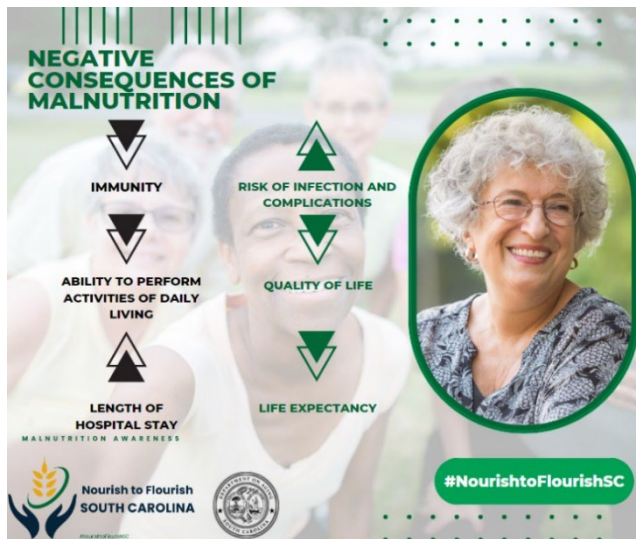


Posting #5:

DOWNLOAD: Graphics #5-8

Facebook- Malnourishment may go undetected because you may not know what to look for. Recognizing the indicators and obtaining help will lower the risk of malnutrition. Make sure to speak with a Physician and a Dietitian and check out this self-assessment questionnaire. <https://tinyurl.com/m7u7ut6t> #NourishToFlourishSC

X- Malnourishment may go undetected because you may not know what to look for. Recognizing the indicators and obtaining help will lower the risk. Speak with a Physician and a Dietitian and use this self-assessment questionnaire. <https://tinyurl.com/m7u7ut6t> #NourishToFlourishSC

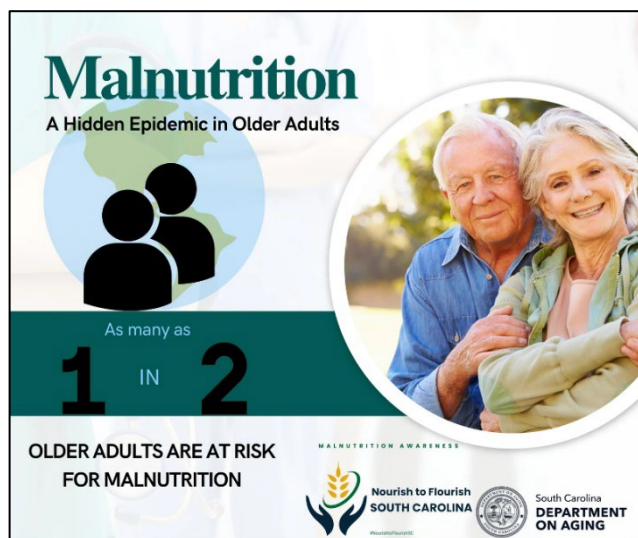


Posting #6:

Facebook- Malnutrition can have severe negative health effects on our aging community. Increased awareness will help reduce the health effects of malnutrition. #NourishToFlourishSC

X- Malnutrition can have severe negative health effects on our aging community. Increased awareness will help reduce the health effects of malnutrition. #NourishToFlourishSC

Visual Assets



Posting #7:

Facebook- Many cases of malnutrition in older adults go undetected because the signs are subtle, those at risk are often difficult to recognize, and the symptoms may look like a normal part of aging.

Learn more about the hidden epidemic by watching this video!

<https://www.youtube.com/watch?v=iPNZKyXqN1U> <https://bit.ly/3EDREYG>

#NourishtoFlourishSC

X- Cases of malnutrition go undetected because the signs are subtle. The symptoms may look like a normal part of aging. Learn more about the hidden epidemic by watching this video.

<https://www.youtube.com/watch?v=iPNZKyXqN1U> <https://bit.ly/3EDREYG>

#NourishtoFlourishSC



Posting #8:

Facebook- Did you know prevention of malnutrition improves quality of life, length of recovery, saves lives and reduces health care cost?

#NourishtoFlourishSC

X- Did you know prevention of malnutrition improves quality of life, length of recovery, saves lives and reduces health care cost?

#NourishtoFlourishSC

Visual Assets



Posting #9:

DOWNLOAD: Graphics #9-12

Facebook- Let's move from awareness to action by checking on our aging loved ones! Start a conversation, ask questions, and observe. Make sure to speak with a Physician and a Dietitian and check out this self-assessment questionnaire.

<https://tinyurl.com/m7u7ut6t>

#NourishtoFlourishSC

X- Let's move from awareness to action by checking on our aging loved ones! Start a conversation, ask questions, and observe. Make sure to speak with a Physician and a Dietitian and check out this self-assessment questionnaire.

<https://tinyurl.com/m7u7ut6t>

#NourishtoFlourishSC



Posting #10:

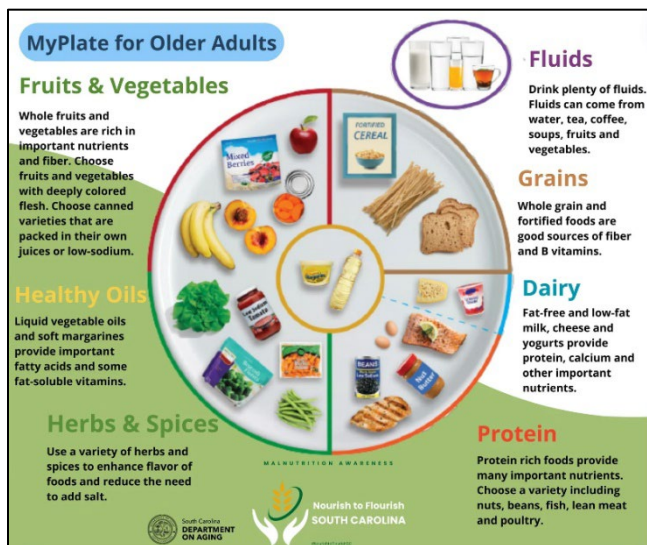
Facebook- To lower the risk of malnutrition we encourage eating high-protein and high-energy foods such as nuts, legumes, peanut butter, fish, eggs, and muffins.

#NourishtoFlourishSC

X- To lower the risk of malnutrition we encourage eating high-protein and high-energy foods such as nuts, legumes, peanut butter, fish, eggs, and muffins.

#NourishtoFlourishSC

Visual Assets



Posting #11:

Facebook- Everything you eat and drink matters. Find your healthy eating style that reflects your preferences, culture and traditions. The right mix can help you to be healthier now and later on in life.

Try these healthy recipes from SNAP-Ed.

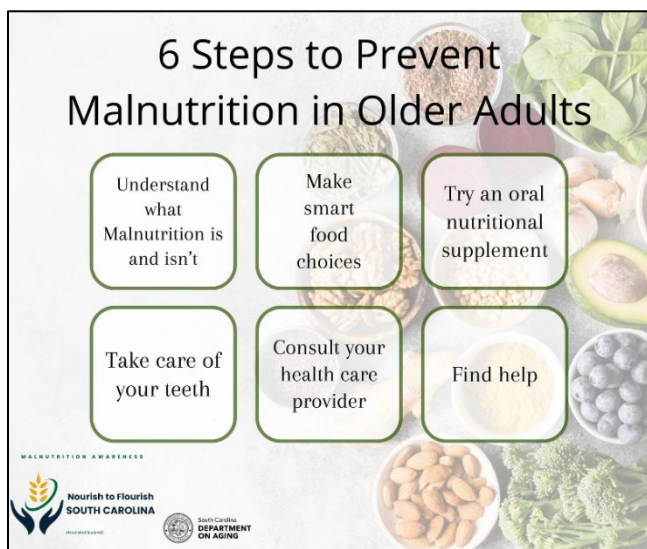
<https://bit.ly/3PIXK4K>

#NourishtoFlourishSC

X- Find the healthy eating style that reflects your preferences, culture and traditions. The right mix can help you to be healthier now and later on in life.

Try these healthy recipes from SNAP-Ed.

<https://bit.ly/3PIXK4K> #NourishtoFlourishSC



Posting #12:

Facebook- FIND HELP: Contact your Area Agency on Aging to get connected to community supports and resources: home delivered meals, day center/congregate meals, referral to the Supplemental Nutrition Assistance Program (formerly known as Food Stamps) or other food assistance programs.

Go here to find your designated Area Agency on Aging

<https://www.getcaresc.com/about/area-agencies-aging>

#NourishtoFlourishSC

X- Contact your Area Agency on Aging for nutrition supports and resources. Go here to find your designated Area Agency on Aging

<https://www.getcaresc.com/about/area-agencies-aging> #NourishtoFlourishSC

Sample Posting Schedule

September 2025

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5 FB, X: #1	6
7	8 FB, X: #2	9 FB, X: #3	10 FB, X: #4	11 FB, X: #5	12 FB, X: #6	13
14	15	16 FB, X: #7	17	18 FB, X: #8	19	20
21	22 FB, X: #9	23	24 FB, X: #10	25	26 FB, X: #11	27
28	29	30 FB, X: #12				

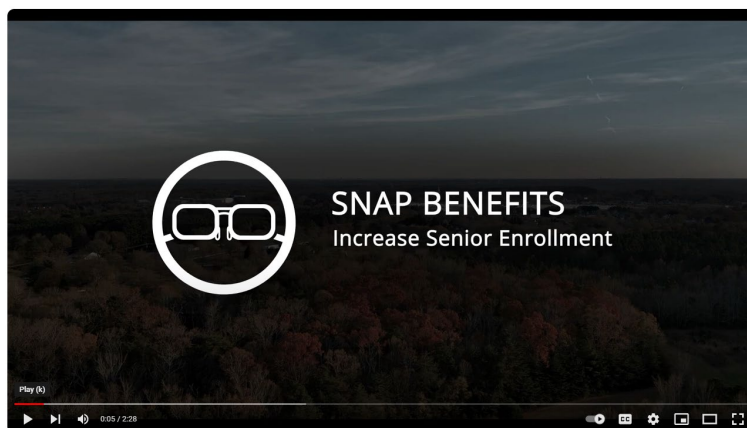
YouTube Videos



[Malnutrition: A Hidden Epidemic in Older Adults](#)



[NCOA: 5 Facts About Older Adult Malnutrition](#)



[Healthy Palmetto: Increase Senior Enrollment in SNAP Benefits](#)



[Healthy Palmetto: SC Food Policy Council- Increase Access](#)

Malnutrition Resources

[ACL Blog - Addressing Malnutrition in the Aging Network](#)

[ACL Fact Sheet - congregate and home-delivered meals to reduce malnutrition](#)

[ACL Paper - Aging Network's Role in Identifying Malnutrition and Abuse](#)

[Defeat Malnutrition Today - National Blueprint](#)

[Malnutrition Infographic - Defeat Malnutrition Today](#)

[Meals on Wheels America - Addressing Malnutrition in Older Adults](#)

Screening Tools:

[Malnutrition Screening Tool \(MST\)](#)

[DETERMINE Your Nutritional Risk](#)

Tip Sheets & Presentations for Food Insecurity:

[Nutrition and Aging Resource Center: Food Insecurity](#)

[GWaar: Take a Nourish Step](#)

Questions or Ideas?

Contact the Nourish to Flourish SC Team:

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