



MALNUTRITION AWARENESS

Social Media Toolkit - 2026



**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 older adult 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.

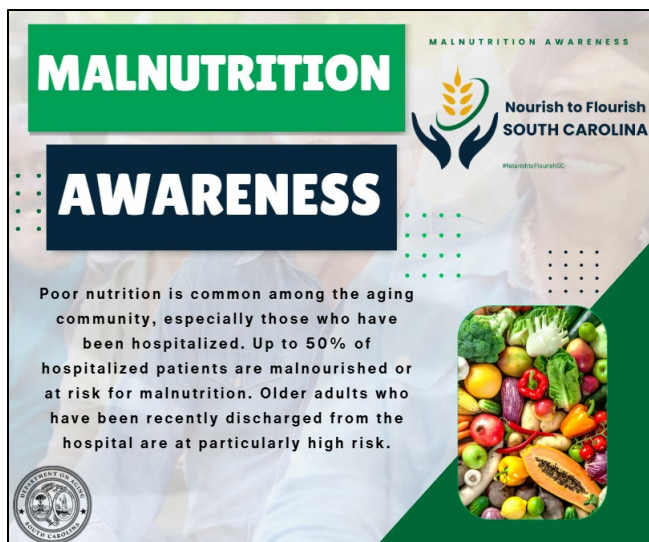
Follow #NourishtoFlourishSC

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



Sample Facebook and X Posts

Visual Assets

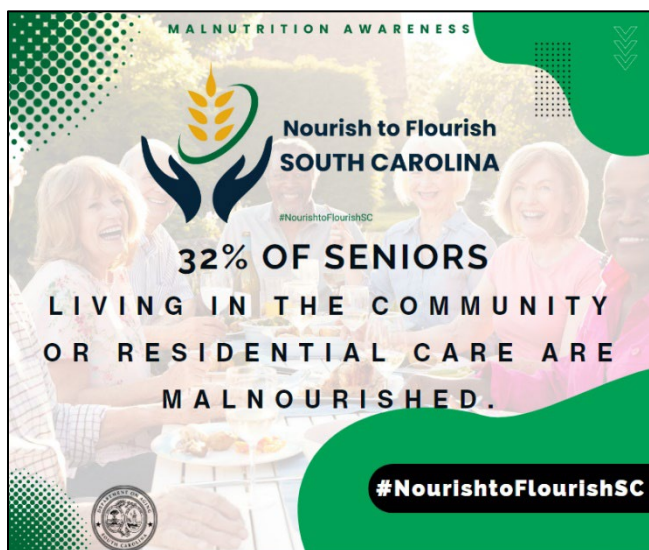


Post #1:

DOWNLOAD: Graphics #1-4

Facebook- Malnutrition Awareness is about educating our communities on the importance of early identification, timely intervention, and effective care to help prevent and treat malnutrition among older adults. Check out this article: <https://bit.ly/4fxctXX>. #NourishtoFlourishSC

X- Malnutrition Awareness starts with education. Learn why early identification, timely intervention, and proper nutrition matter for older adults in South Carolina. Check out this article: <https://bit.ly/4fxctXX> #NourishToFlourishSC#NourishtoFlourishSC



Post #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. Learn about the Senior Nutrition Program here: <http://bit.ly/4fEunrF> #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. Learn about the Senior Nutrition Program here: <http://bit.ly/4fEunrF> #NourishtoFlourishSC

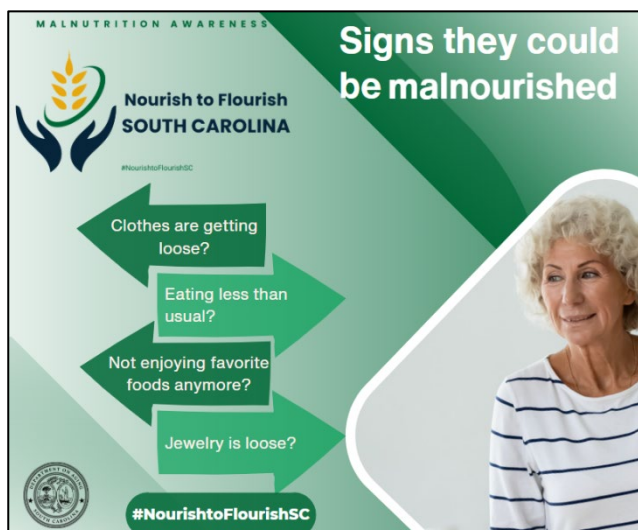
Visual Assets



Post #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

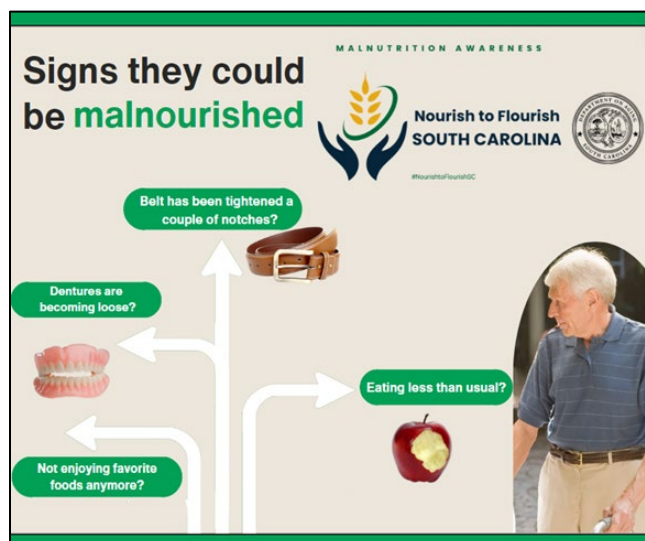


Post #4:

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

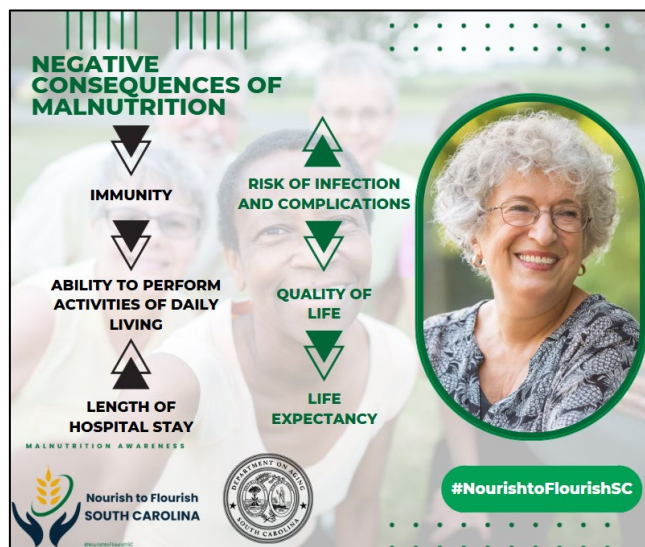


Post #5:

[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. #NourishtoFlourishSC

X- Malnourishment often goes undetected if you don't know what to look for. Recognizing early indicators & getting help lowers the risk! Speak with a physician & a dietitian today. #NourishtoFlourishSC



Post #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

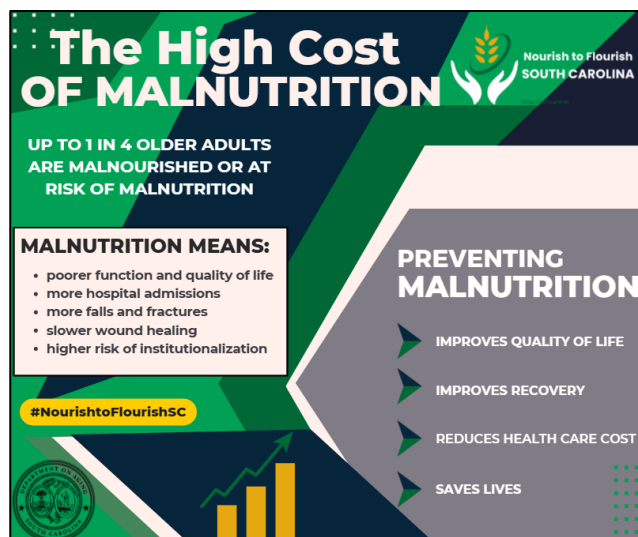
Visual Assets



Post #7:

Facebook- A Registered Dietitian can help identify the early signs of malnutrition and provide personalized nutrition strategies to support healthy aging. Don't wait until symptoms become serious—learn how a dietitian can help you or a loved one stay healthy and nourished. Read more: <https://bit.ly/4we1FEW>
#NourishToFlourishSC

X- A Registered Dietitian can identify early signs of malnutrition & build a personalized plan to support healthy aging. Learn how expert nutrition care helps you or a loved one stay healthy! Read more: <https://bit.ly/4we1FEW>
#NourishToFlourishSC



Post #8:

Facebook- Did you know prevention of malnutrition improves quality of life, length of recovery, saves lives and reduces health care cost? Read the Guide to Services Page: <http://bit.ly/3RuVWf3>
#NourishToFlourishSC

X- Did you know prevention of malnutrition improves quality of life, length of recovery, saves lives and reduces health care cost? Read the Guide to Services Page: <http://bit.ly/3RuVWf3>
#NourishToFlourishSC

Visual Assets



Post #9:

DOWNLOAD: Graphics #9-11

Facebook- Malnutrition isn't a normal part of aging. Knowing the warning signs can lead to earlier treatment and better health. Access our brochure to learn more:

<https://bit.ly/4vN3mbz> #NourishtoFlourishSC

X- Malnutrition isn't a normal part of aging. Knowing the warning signs can lead to earlier treatment and better health. Access our brochure to learn more:

<https://bit.ly/4vN3mbz> #NourishtoFlourishSC



Post #10:

Facebook- To lower the risk of malnutrition, we encourage eating high-protein and high-energy foods such as nuts, peanut butter, eggs, meats, seafood, beans and lentils, tofu and tempeh, quinoa, and dairy products (milk, cheese, yogurt).

Read the newsletter: <https://bit.ly/4b6kfXg> #NourishtoFlourishSC

X- To lower malnutrition risk, try eating high-protein & energy foods like nuts, eggs, meat, seafood, beans, tofu, quinoa & dairy! Read our newsletter to learn more: <https://bit.ly/4b6kfXg> #NourishtoFlourishSC

Visual Assets



Post #11:

Facebook- Take the 1-Minute Nutrition Check - Scan the QR code or click the link to see if you may be at risk for malnutrition.
<https://bit.ly/44HYDgb> #NourishtoFlourishSC

X- Take the 1-Minute Nutrition Check - Scan the QR code or click the link to see if you may be at risk for malnutrition.
<https://bit.ly/44HYDgb> #NourishtoFlourishSC

Post video link below.

<https://youtu.be/2gNi2A6hxvo>

Post #12:

Facebook- The South Carolina Department on Aging, Area Agencies on Aging, and community providers are working together to make sure older adults across South Carolina have access to healthy, delicious meals and nutrition resources. Visit GetCareSC.com (or call 1-800-868-9095) today!

<https://youtu.be/2gNi2A6hxvo>

#NourishtoFlourishSC

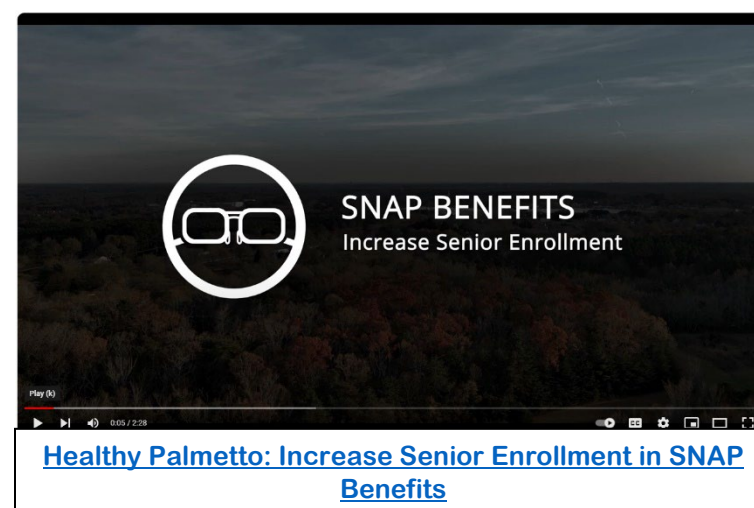
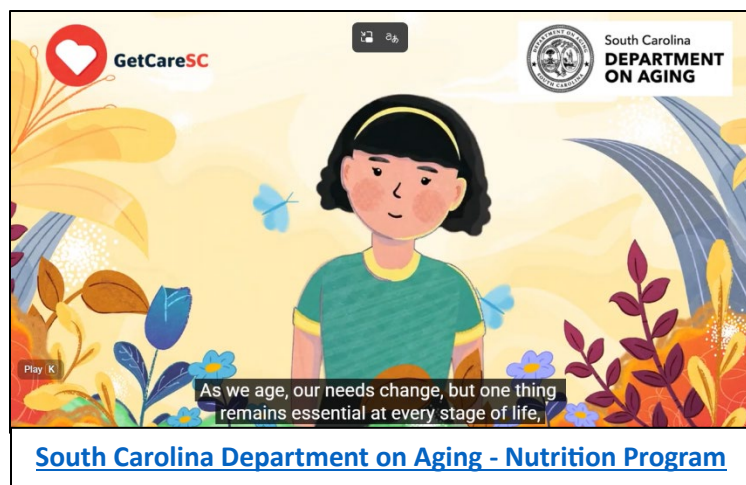
X- The SC Department on Aging, Area Agencies on Aging, and local providers are teaming up to connect older adults across SC with healthy meals and nutrition resources! Find support near you at GetCareSC.com or call 1-800-868-9095 today.
<https://youtu.be/2gNi2A6hxvo> #NourishtoFlourishSC

Sample Posting Schedule

September 2026

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4 FB,X: #1	5	6
7 FB,X: #2	8	9 FB,X: #3	10	11 FB,X: #4	12	13
14 FB,X: #5	15	16 FB,X: #6	17	18 FB,X: #7	19	20
21 FB,X: #8	22	23 FB,X: #9	24	25 FB,X: #10	26	27
28 FB,X: #11	29	30 FB,X: #12	31	32	33	

YouTube Videos



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](#)

Screening Tools:

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

[DETERMINE Your Nutritional Risk](#)

Tip Sheets & Presentations for Nutrition Education:

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

[Nourish to Flourish SC - Nutrition Education Newsletters](#)

Questions or Ideas?

Contact the Nourish to Flourish SC Team:

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