

Social media plan

Age Scotland #CheckInCashOut campaign

www.age.scot/CheckInCashOut

- SBC social media channels as per schedule below
- Local Area Co-ordination team sharing through [@lacborders](https://twitter.com/lacborders)
- Nichola Sewell promoting through Money Worries App

DATE	Messaging
Sat 9 Oct 10.30a m	Did you know over £330m of Pension Credit support is left unclaimed in Scotland? Don't miss out on money you or a family member are entitled to. Call the @agescotland helpline on 0800 12 44 222 or visit: www.age.scot/CheckInCashOut #ChallengePoverty #CheckInCashOut
Thu 14 Oct 10.30a m	Every year millions of pounds in vital financial support goes unclaimed by older people in Scotland. Age Scotland's #CheckInCashOut campaign aims to raise awareness and increase take-up to help older people live well. Find out more at: www.age.scot/CheckInCashOut #ChallengePoverty
Fri 22 Oct 10.30a m	Age Scotland's #CheckInCashOut campaign is encouraging older people to make sure they are claiming support they may be entitled to. To find out more, call the @agescotland helpline on 0800 12 44 222 or visit: www.age.scot/CheckInCashOut #ChallengePoverty #CheckInCashOut
Sat 30 Oct 10.30a m	Family, friends and carers can play a big role in encouraging people to ask for help and make sure they are claiming support they may be entitled to. To find out more, call the @agescotland helpline on 0800 12 44 222 or visit: www.age.scot/CheckInCashOut #ChallengePoverty #CheckInCashOut



I didn't realise just how much Pension Credit was worth. I'm glad I checked! It will make a real difference to me.

Check in 0800 12 44 222 Cash out ageScotland Love later life



I think very few folk are actually aware of what they are entitled to and are missing out. They need to know!

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I'm going to talk to my parents about whether they are getting all of the social security they are entitled to.

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