|  |  |
| --- | --- |
| CLIENT: DOH 988 | PROJECT NAME: Older Adult Campaign |

**Static Ad**

|  |  |
| --- | --- |
| **GRAPHIC IMAGE** | |
| A person sitting in a chair talking on a phone  AI-generated content may be incorrect.  ^ For general static post    ^ For hard of hearing static post | |
| **FACEBOOK FEED** | **INSTAGRAM FEED** |
| 1. **General**   **PRIMARY TEXT (125 characters):**  Getting older isn’t all smiles and birthday parties. Sometimes you just need someone to talk to. Call 988, anytime, anywhere.  **HEADLINE (25 characters):**  988 is here for you  **CTA BUTTON:** Learn More   1. **Hard of Hearing**   **PRIMARY TEXT (125 characters):**  988 is here for you. If you’re deaf or hard of hearing, call 988 Videophone or use your preferred TTY relay service  **HEADLINE (25 characters):**  988 by Videophone  **CTA BUTTON:** Learn More | **Instagram copy same as Facebook** |

**Video Ad**

|  |  |
| --- | --- |
| **FACEBOOK FEED** | **INSTAGRAM FEED** |
| 1. **All 65+**   **PRIMARY TEXT (125 characters):**  It’s not an easy thing getting older. Sometimes you just need a little help to deal with it all. Call 988 anytime, anywhere.  **HEADLINE (25 characters):**  988 is here for you  **CTA BUTTON:** Learn More   1. **Veterans**   **PRIMARY TEXT (125 characters):**  It’s not easy getting older, especially for veterans. If you need help, a counselor is waiting. Just dial 988, press 1.  **HEADLINE (25 characters):**  988 is here for you  **CTA BUTTON:** Learn More | **Instagram copy same as Facebook** |