UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER

Social Media **Kit**

Campaign:

#OldEnoughTo

an ongoing campaign led by
OHCHR, Older Persons Unit,
anchored to 1 October each year



POST-1





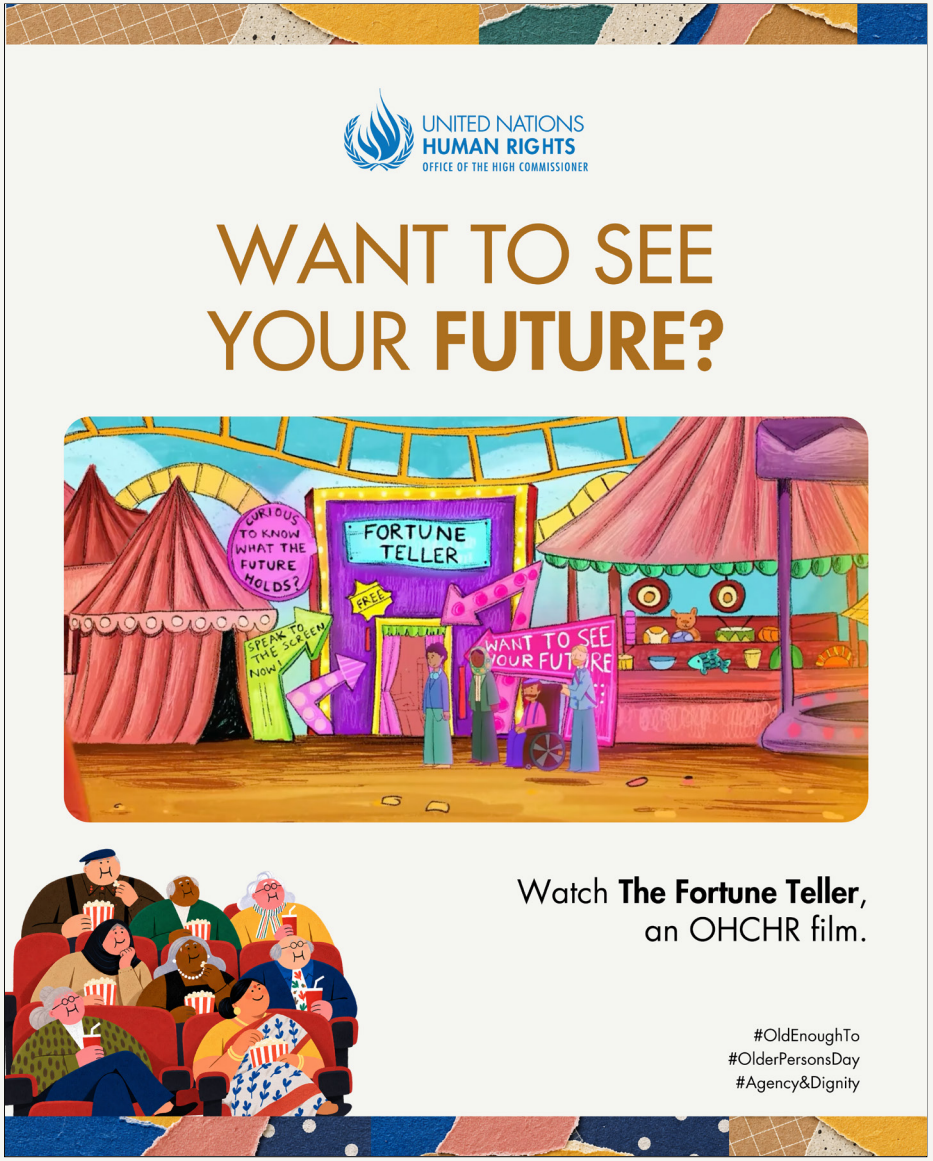






PLATFORM	CAPTION
LinkedIn/IG	#OldEnoughTo be hired. #OldEnoughTo be asked. #OldEnoughTo is our campaign for the International Day of Older Persons on 1 October, under this year's theme, The Age of Longevity: Rethinking Systems for Longer Lives. The UN Principles for Older Persons say people should be able to decide when and at what pace they step back from work. Yet that choice is not always theirs. An age limit can settle it. A hiring decision can be made before their experience is even considered. As lives get longer, who decides what you are still old enough to do? #OldEnoughTo leaves the sentence unfinished and the ending to you. Finish it with something an age limit has decided for you. Sources: ILO, World Social Protection Report 2024–26; WHO, Global report on ageism; WHO, Decade of Healthy Ageing 2021–2030. #OlderPersonsDay #Agency&Dignity
X	#OldEnoughTo be hired. #OldEnoughTo be asked. "Too old to" shows up in hiring rules and training budgets long before anyone says it out loud. We leave the sentence unfinished. You finish it. What are you #OldEnoughTo do? #OlderPersonsDay #Agency&Dignity

POST-2



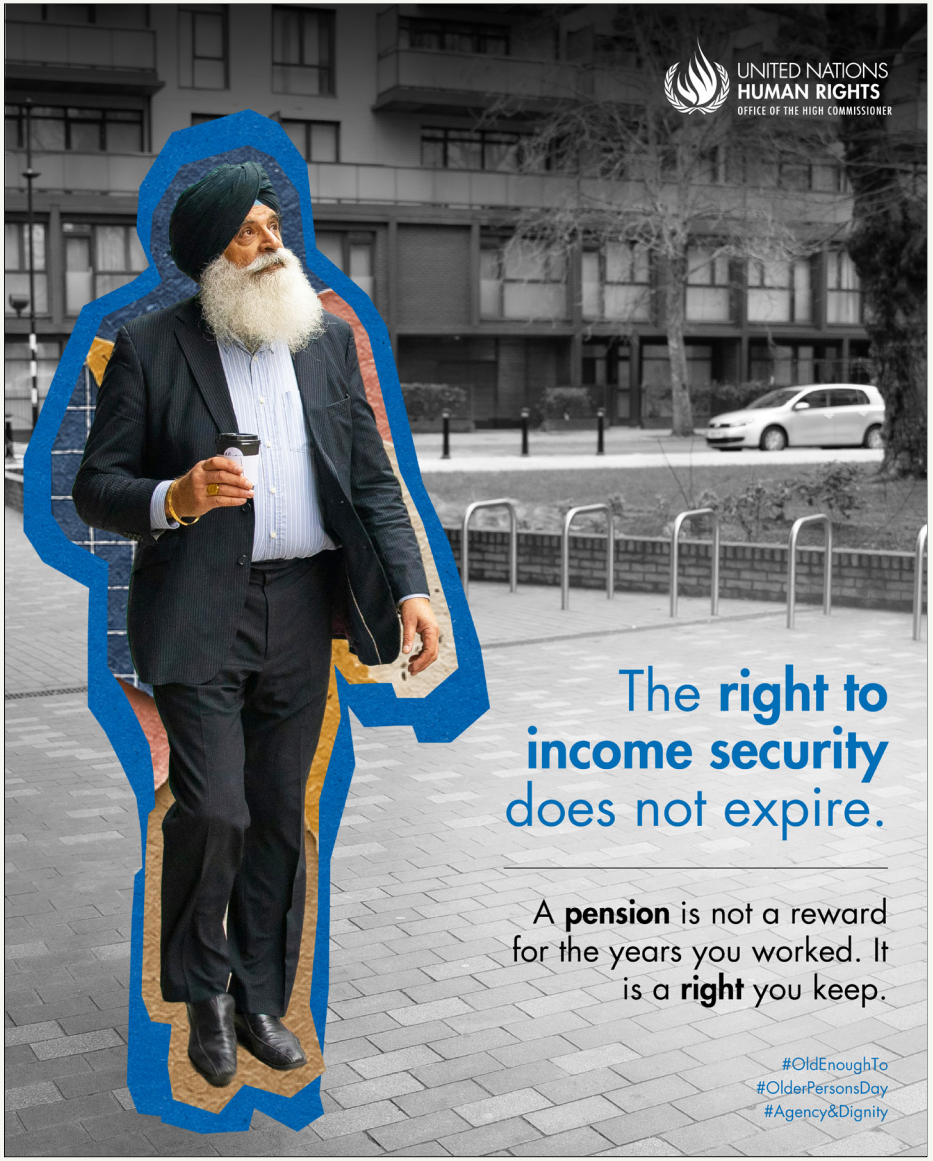
PLATFORM	CAPTION
LinkedIn/IG	A fortune teller's booth takes us thirty or forty years into the future. It shows where the choices we make today could lead us. Then it shows how those same lives could unfold differently. Which future are we building? Watch OHCHR's The Fortune Teller. #OldEnoughTo #OlderPersonsDay #AgencyAndDignity
X	A fortune teller's booth shows you your life forty years from now. Then it shows how differently that life could unfold. Which future are we building? Watch OHCHR's The Fortune Teller. #OldEnoughTo #OlderPersonsDay #Agency&Dignity

POST-3



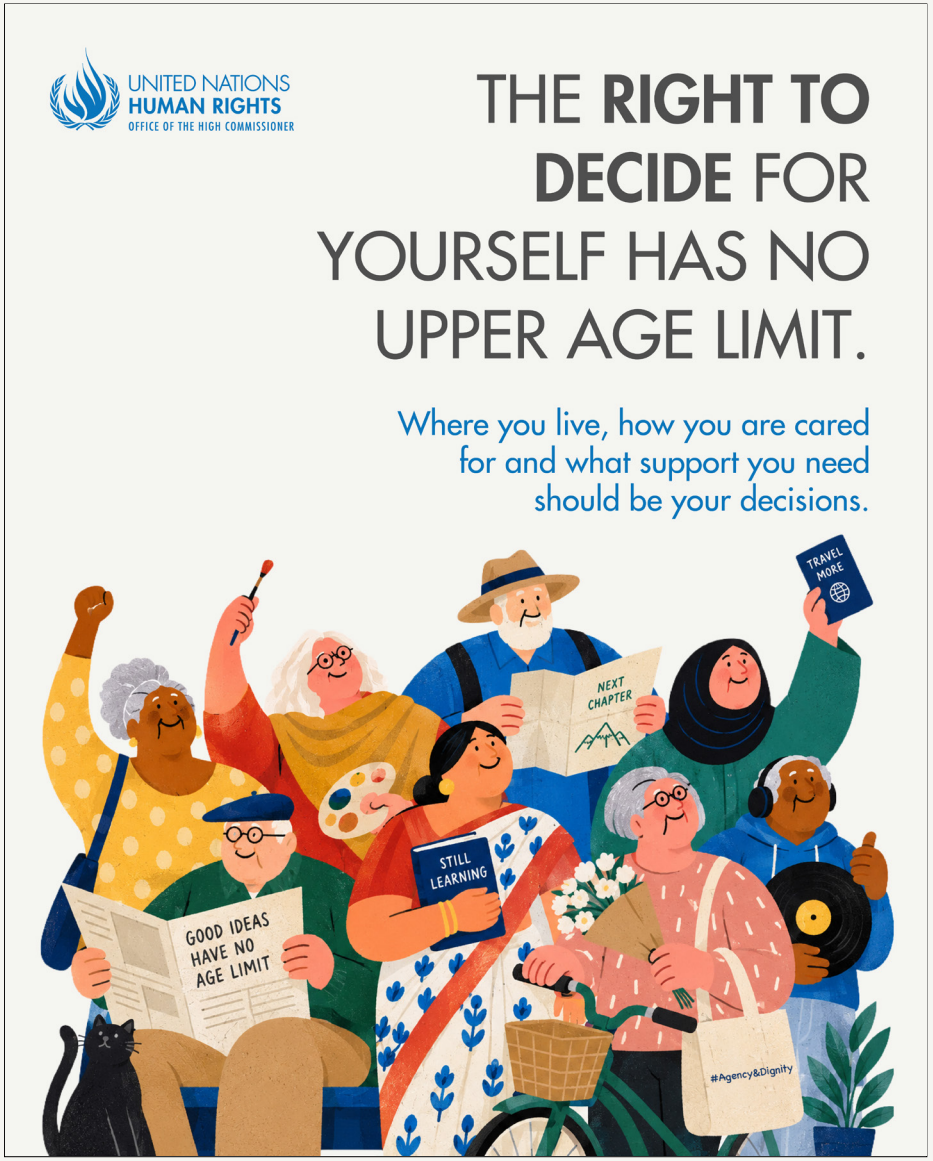
PLATFORM	CAPTION
LinkedIn/IG	Nobody sets out to decide that someone is past helping. A WHO review found evidence of ageism harming health in 96% of the studies it examined. An assumption about age can become a decision about someone's care. It rarely gets said out loud. It arrives as a rule instead: an upper age limit on a screening programme, a shortlist that closes at a number, a care decision taken about someone rather than with them. On 1 October, mark the International Day of Older Persons by finding one assumption about age that your organization has built into a rule or a cut-off, and changing it. Source: WHO, Global report on ageism, 2021. #OldEnoughTo #OlderPersonsDay #Agency&Dignity
X	Nobody sets out to decide that someone is past helping. A WHO review found ageism linked to worse health in 96% of the studies it examined. The assumption does not stay an assumption. It becomes a decision about someone's care. #OldEnoughTo #OlderPersonsDay #Agency&Dignity

POST-4



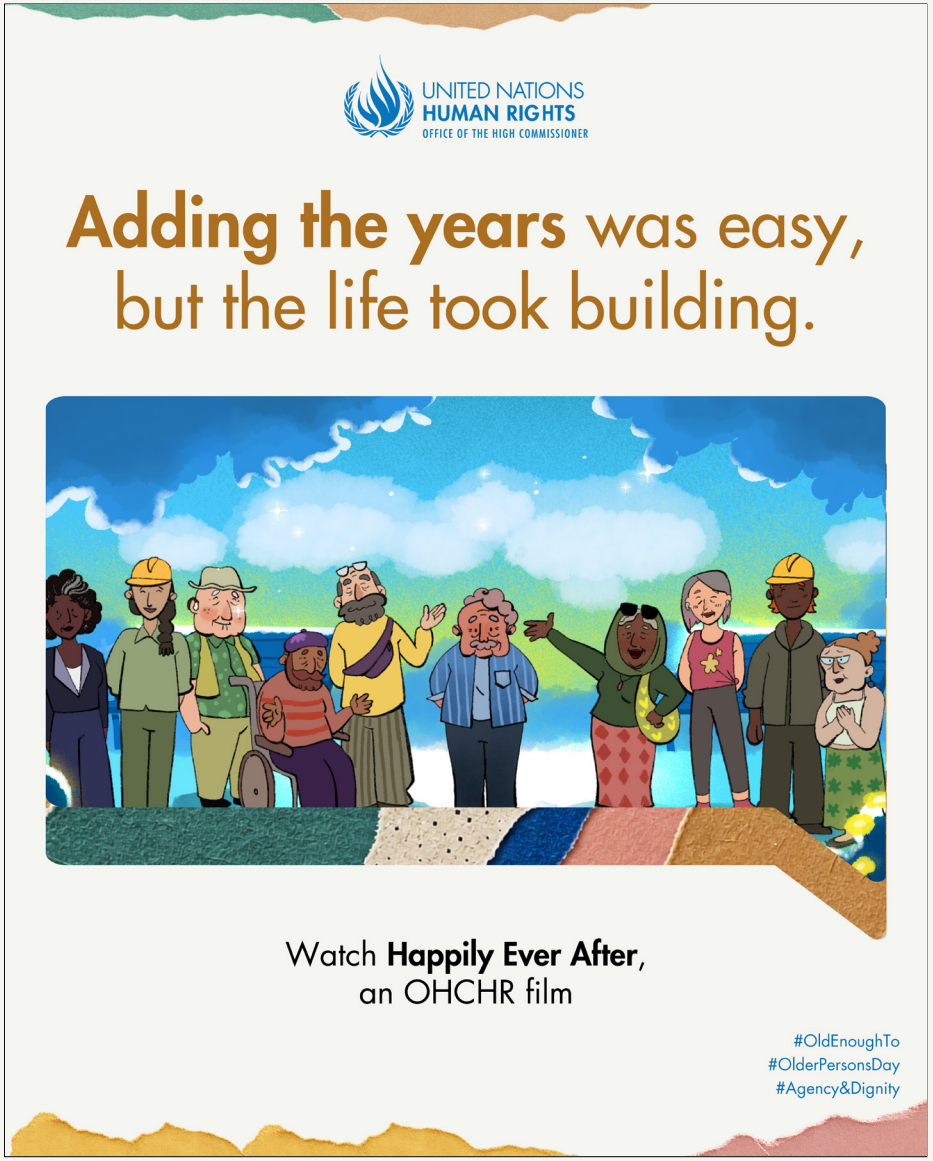
PLATFORM	CAPTION
LinkedIn	More than 165 million people above statutory retirement age receive no pension at all. Global coverage has reached 79.6%, and that progress is unevenly distributed. Coverage stands at 22.3% in sub-Saharan Africa, which is also where a growing share of the world's older population will live. Living longer should not mean living with fewer rights or less security. Our systems need to keep pace with longer lives, so people can continue to participate and live with dignity as they age. Source: ILO World Social Protection Report 2024-26. #OldEnoughTo #OlderPersonsDay #Agency&Dignity
X	165 million people are past retirement age and receive no pension. Coverage reaches 79.6% globally. It falls to 22.3% in sub-Saharan Africa. The right to income security, to health, to work and to participation must last as long as a life does. #OldEnoughTo #OlderPersonsDay #Agency&Dignity

POST-5



PLATFORM	CAPTION
LinkedIn	The right to decide for yourself has no upper age limit. Autonomy does not diminish with age. Older persons have the right to make decisions about their own lives, including about their own care. Where support is needed to exercise that right, the support should help the person decide. On the International Day of Older Persons, ask an older person in your own organization or community what they want decided differently. #OldEnoughTo #OlderPersonsDay #Agency&Dignity
X	The right to decide for yourself has no upper age limit. Whether you are 30 or 90, decisions about your home and care remain yours. Ask an older person where they want a greater say. Listen, then act with them. #OldEnoughTo #OlderPersonsDay #Agency&Dignity

POST-6



PLATFORM	CAPTION
LinkedIn	On #OlderPersonsDay, watch our new film, Happily Ever After. A pill can add seventy years to a human life. For Rowan, a construction worker who has always dreamed of opening a bakery, that means more time to imagine what comes next. But living longer does not automatically mean having more choices. The places we live, the way we work and the systems around us can determine what remains possible as we age. Rowan has a plan. The city was not built for it. Luckily, Rowan has a crew. Happily Ever After is part of the #OldEnoughTo campaign. It asks us to imagine longer lives, and to rethink the systems that shape what we can do with them. Watch it here: Link to be provided on 1 October 2026 #OldEnoughTo #AgencyAndDignity
X	On #OlderPersonsDay, meet Rowan. He has more time, a plan to open a bakery and a city that was not built for it. Luckily, Rowan has a crew. Watch Happily Ever After, our new #OldEnoughTo film about longer lives and the systems that shape what we can do with them. Link to be provided on 1 October 2026 #AgencyAndDignity