

Caregiving in the US 2025: Promotional Materials

Below are sample social media copy and sample newsletter copy to support amplifying Caregiving in the US 2025.

SAMPLE SOCIAL MEDIA COPY

The following social media content is designed to help amplify key findings from the Caregiving in the US 2025 report. These posts may be used as-is or adapted for specific audiences.

Hashtags to Use:

#CaregivingInTheUS2025
#CGUS2025
#CaregivingInAmerica
#SupportCaregivers
#FamilyCaregivers
#CaregiverResearch

LinkedIn

Use these posts to speak to a professional audience, including policymakers, researchers, funders, and healthcare leaders.

- 🗨️ Did you know? 63 million adults in the U.S. are family caregivers. That's 1 in 4 Americans. Explore findings from the new Caregiving in the US 2025 report by @NationalAllianceforCaregiving and @AARP. #CGUS2025 #FamilyCaregivers
- 💡 Caregivers provide complex care—and the number of high-intensity caregivers has increased since 2020. It's time to value and support them. Read the latest data in Caregiving in the US 2025. #CGUS2025 #FamilyCaregivers
- 🔍 From emotional stress to financial pressure, Caregiving in the US 2025 paints a full picture of the caregiver experience in the U.S. Download the report to understand what support looks like in 2025. #CGUS2025 #FamilyCaregivers

Learn more at www.caregivingintheus.org.

X (formerly Twitter)

Use these concise posts to quickly engage followers with report highlights. All posts are under 280 characters.

- 🇺🇸 63M Americans—1 in 4 adults—are family caregivers. New #CGUS2025 data from @NA4Caregiving + @AARP spotlights their experiences. #CaregivingInAmerica
- 🧑 Caregiving is complex. 4 in 10 provide high-intensity care. Support matters. #CaregivingSupport #CGUS2025
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-  1 in 5 caregivers can't afford basic needs like food. It's time for real support. #CGUS2025 #Hunger

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Facebook

These longer posts are great for engaging community members and caregivers directly.

- New data shows that nearly one in four adults in the U.S. are family caregivers—63 million people. Caregiving in the US 2025 reveals that most face emotional, financial, and workplace challenges while providing critical care. Learn more about their experiences and the solutions they need.
- Caregiving has changed. Today's family caregivers care for longer and more likely to be providing complex care for both children and adults. Download the full Caregiving in the US 2025 report to explore trends and take action.
- Financial stress. Isolation. Burnout. Caregiving in the US 2025 offers a powerful look at the challenges facing America's caregivers—and the programs and policies that can help. Join us in advocating for real support.

Learn more at www.caregivingintheus.org.

SAMPLE NEWSLETTER COPY

Below are sample newsletter options designed to help share the key findings from Caregiving in the US 2025. These options can be customized and are suitable for newsletters, email blasts, or digital communications.

General Audience Newsletter

Subject Line: 1 in 4 Americans Is a Family Caregiver

Blurb: Family caregiving is more common—and more complex—than ever. The newly released Caregiving in the US 2025 report from the National Alliance for Caregiving and AARP reveals that 63 million Americans are now family caregivers, many facing emotional, financial, and health-related challenges. [Explore](#) new data and caregiver stories that reveal what families are navigating today and how we can support them.

Policy Focused Newsletter

Subject Line: New National Data on Family Caregiving

Blurb: Caregiving in the US 2025, a new report released by the National Alliance for Caregiving and AARP, provides a comprehensive look at America's 63 million family caregivers. The [findings](#) highlight urgent challenges in caregiver health and wellness, financial strain, and service gaps—providing data to inform programs, policy, and funding decisions.

Stakeholder Partner Newsletter

Subject Line: New National Data Caregiving in the US 2025 from the National Alliance for Caregiving and AARP

Blurb: The new Caregiving in the US 2025 report, from the National Alliance and AARP, is now available. This landmark study captures the realities of family caregiving in America—from rising intensity to financial stress—and outlines what caregivers say they need most. Help us share this data and drive change.

 Access the report [here](#)