

STOCKTON WELLNESS CHALLENGE

# SOCIAL MEDIA TEMPLATE GUIDE FOR PHYSICAL ACTIVITY CAMPAIGN

The Stockton Wellness Challenge Social Media Post Template is meant to promote key messages of the 21-Day Physical Activity campaign on social media. The Social Media Post Template includes specific sample content, shareable graphics, (which will be provided) and a key hashtag, #StocktonWellnessChallenge.

The following sample content categories Challenge/Submission, Encouragement, Engagement, and Health Information are specific topics to choose from to help you engage your audience during the campaign period.

**SAMPLE CONTENT CATEGORIES:**

- Challenge/Submission
- Engagement
- Encouragement
- Health Information

**CHALLENGE/SUBMISSION**

1. Looking for a challenge? Participate in the Stockton Wellness Challenge 21-Day Physical Activity Challenge. Exercising regularly is a key part of managing diabetes. Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card. #StocktonWellnessChallenge
2. Walk. Run. Dance. Move your way! Staying active over the long term can help prevent diabetes. Don't forget to submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card. #StocktonWellnessChallenge
3. Tell a friend you're staying active for good health! Regular physical activity has lots of benefits for people with diabetes like improved balance and flexibility. Ask them to join the 21-Day Physical Activity Challenge with you and be entered into a raffle! Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card. #StocktonWellnessChallenge
4. Getting close to completing the 21-Day Physical Activity Challenge? Don't forget to submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card. #StocktonWellnessChallenge
5. Keep it going! Benefits of staying active include stronger muscles and more energy. Complete the 21-Day Physical Activity Challenge and submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into

a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card.

#StocktonWellnessChallenge

6. You completed 21 days of being active – way to go! Submit your pledge card to the participating organization where you received it or text a photo to 844-993-2004 by the deadline to be entered into a \$200, \$100, or \$50 gift card raffle! Submission details found on the Challenge Card. Remember physical activity is anything that gets the body moving! Let's continue being active for good health! #StocktonWellnessChallenge

## ENCOURAGEMENT

1. Get your steps in by running errands! Simple activities like walking to your mailbox or running household errands all add up. #StocktonWellnessChallenge
2. Spring into health by staying active your way! Doing physical activities every day is a key part of managing your diabetes and overall health. Find something that works for you. #StocktonWellnessChallenge
3. Make smart moves. Staying active is a move in the right direction to control Type 2 diabetes. #StocktonWellnessChallenge
4. Keep Type 2 diabetes in check. Stay active and eat fresh foods that you peel, squeeze, or crunch. #StocktonWellnessChallenge
5. Maintaining a healthy weight, staying active and eating a healthy diet are a triple threat to Type 2 diabetes! #StocktonWellnessChallenge

## ENGAGEMENT

1. Staying active over the long term can help prevent diabetes and help your overall health. Tell us in the comments below how you stay active! #StocktonWellnessChallenge
2. Start moving for 10 minutes anywhere you are. The magic number is to get 150 minutes of exercise each week – this equals to 2 ½ hours. Show us how you'll be active! #StocktonWellnessChallenge
3. There are so many great ways to get active – marching in place, walking, and more. What's your favorite activity? Comment below! #StocktonWellnessChallenge
4. Show us how you move. Post a photo of how you're staying active during the 21-Day Physical Activity Challenge! #StocktonWellnessChallenge

## HEALTH INFORMATION

1. Obesity and an inactive lifestyle are the two most common causes of Type 2 diabetes. It's time to get healthy, Stockton! Do your favorite activity for 10 minutes 3x a day. #StocktonWellnessChallenge
2. Physical activity reduces your risk of chronic diseases. Walk or dance for 10 minutes. Move daily! #StocktonWellnessChallenge
3. Regular physical activity is very important for people with diabetes. Walk during your lunch break for 15 minutes. #StocktonWellnessChallenge
4. For people with chronic diseases, such as diabetes or heart disease, regular physical activity can put you back in control of your life. It's a great time to get moving! #StocktonWellnessChallenge