



Move Your Way[®] Community Playbook Tips for Coordinating Social Media Promotion

Coordinating campaign promotion on social media can be a challenge! You may need to do some legwork to get internal social media teams and external partners on board with your outreach plans. Use these tips to set your campaign up for social media success.

Reach out as early as possible

Organizations often plan their social media strategy months in advance — so it's important to give everyone plenty of notice!

Aim to reach out to internal teams and partners about 3 months before you'd like them to share something on social media. That way, they can fit Move Your Way[®] posts into their social media calendars.

Before you reach out for the first time, think about:

- How promoting Move Your Way aligns with the organization's mission and values — you can use these campaign talking points to make the connection: health.gov/MoveYourWay/TalkingPoints
- How Move Your Way fits into existing outreach strategy — such as other wellness-related campaigns the organization is running
- Upcoming local events, holidays, or National Health Observances (like National Physical Fitness & Sports Month in May) — use this list to find observances you can tie into campaign promotion: health.gov/NationalHealthObservances

Make it easy to promote Move Your Way

Since your internal teams and partners probably have a lot of outreach efforts to juggle, it can help to make your promotion requests as quick, easy, and specific as possible. Try these tips:

- In addition to sharing the Move Your Way Partner Promotion Toolkit (health.gov/MYWPromoToolkit), try pulling ready-to-use tweets and Facebook posts into the body of your email — that way, a busy social media manager can just copy and paste!
- Attach Move Your Way social media graphics to your email in a ready-to-use file format (JPG or PNG) — or attach a ZIP file if you're sharing multiple graphics
- Spell out exactly what you'd like your internal team or partner to do — like "Please share one of the following tweets each week leading up to the event"

Consider sending a regular weekly or monthly email to your internal social media team and your partners with timely, ready-to-use posts and promotion tips.

Follow examples of successful social media promotion

Encourage your internal teams and partners to take a look at these examples to see how other communities have promoted their local Move Your Way campaigns.

Facebook example

In this Facebook post, Get Healthy Clark County in Nevada:

- Encourages people to get active in a way that works for them, like in their neighborhood or at a local park
- Recommends a community resource people can use to find local places to get active
- Includes a link for people to learn more
- Uses an image of a local space where people can get active
- Uses the #MoveYourWay campaign hashtag



Instagram example

In this Instagram post, Columbus Public Health in Ohio:

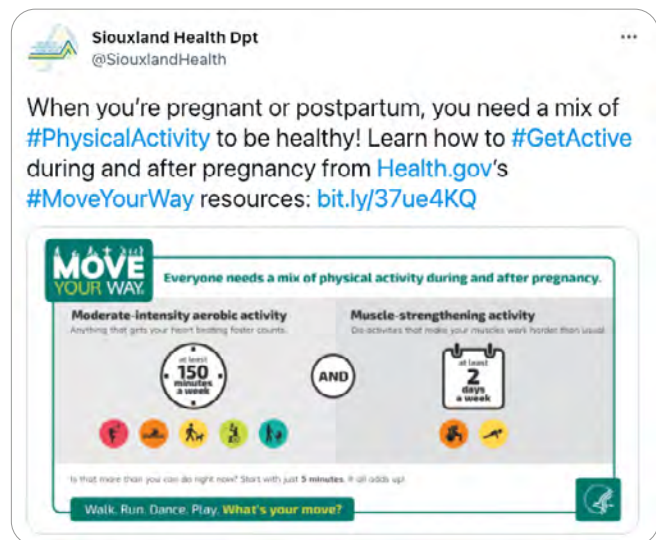
- Uses a campaign graphic with the Move Your Way logo
- Includes a link to the Move Your Way microsite
- Uses a hashtag related to a National Health Observance (#MoveInMay for National Physical Fitness & Sports Month)
- Uses the #MoveYourWay campaign hashtag



Twitter example

In this tweet, the Siouxland District Health Department in Sioux City, Iowa:

- Uses campaign messaging for pregnant and postpartum audiences from the Partner Promotion Toolkit
- Includes a campaign graphic from the Partner Promotion Toolkit that shows the recommended physical activity dosages for this audience
- Weaves campaign hashtags, including #MoveYourWay, into sentences rather than just adding them to the end of the post
- Provides a link for people to check out more Move Your Way resources



Find more community resources at
health.gov/MoveYourWay/Playbook



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