



## Social Media Content

### Facebook Posts

- 1) Regular physical activity has been shown to reduce the risk of over 25 chronic conditions, including coronary heart disease, hypertension, breast cancer, colon cancer, Type 2 diabetes and osteoporosis. So Don't Skip Out On Your Health - make physical activity a priority in your life. #DontSkipOut <http://bit.ly/1DwMMjT>
- 2) You don't skip brushing your teeth because you're too busy. Make your health a habit too by adding physical activity to your routine. Skip rope, walk, swim or cross-country ski. Do yoga, play golf or lift some weights. Just #DontSkipOut <http://bit.ly/1DwMMjT>
- 3) We'll go to great lengths to make sure we get our daily coffee. Let's turn that dedication to our health, energy levels and longevity by making physical activity a part of our daily routine. #DontSkipOut <http://bit.ly/1DwMMjT>
- 4) PARC has posters, postcards and swag to make sure that Ontarians make physical activity a priority and #DontSkipOut on their health. They're all part of the Don't Skip Out Toolkit for physical activity promoters across the province. <http://bit.ly/1DwMMjT>
- 5) Sweat is your friend! Get at least 150 minutes of moderate to vigorous intensity aerobic physical activity per week, in bouts of 10 minutes or more. Ride a bike, take a walk, fence, play pickleball, anything that gets the heart pounding and puts a glow on your face. #DontSkipOut . <http://bit.ly/1DwMMjT>

### Twitter

- 54% of Canadians report sitting 4 hours or more. Multitask and move some more this week. #DontSkipOut <http://bit.ly/1DwMMjT>
- Skip rope, keep moving and #DontSkipOut on your health! <http://bit.ly/1DwMMjT>
- Put the run in 'coffee run' by taking a brisk stroll to get your brew. #DontSkipOut <http://bit.ly/1DwMMjT>
- Use major muscle groups to strengthen muscles and bones 2x a week. That includes yoga! #DontSkipOut on your health <http://bit.ly/1DwMMjT>
- Stand up while talking on the phone to make sure that you #DontSkipOut on your health. <http://bit.ly/1DwMMjT>



- I like to move it move it. Make that your daily mantra. #DontSkipOut <http://bit.ly/1DwMMjT>
- You put deodorant on every day. Now make it work by getting active today. #DontSkipOut <http://bit.ly/1DwMMjT>
- All we are saying is give physical activity a chance. #DontSkipOut <http://bit.ly/1DwMMjT>
- It protects against heart disease, diabetes & raises energy. Any guesses? It's physical activity! #DontSkipOut <http://bit.ly/1DwMMjT>
- Why not walk home from school or work today? On Demand TV will wait for you. #DontSkipOut <http://bit.ly/1DwMMjT>

### Visual Content Pieces

Visual content pieces have been created to help enrich your marketing communications strategy. Feel free to utilize the four pre-set pieces (jpg files), or add your own message using the template versions (ai files).

#### *Template Version*

Tips on personalizing the image template:

- Your content should be informative - Answer the 5 W's (Who, What, Where, When, and Why).
- Include contact information for individuals looking to learn more.
- Make sure to reflect your organization's key messages and brand identity.
- Ensure layout is visually appealing, capturing the attention of your audience.
- Emphasize a strong call to action to get people motivated.