



# Healthiest State 12th Annual Walk **SOCIAL MEDIA GUIDE**



***Walk More. Connect More.***

*Presented by:*



# Healthiest State Annual Walk & Social Media

Use social media to promote your community's Healthiest State 12th Annual Walk and connect with the Healthiest State Initiative:

- LIKE us on Facebook ([www.facebook.com/HealthiestIowa](http://www.facebook.com/HealthiestIowa))
- FOLLOW us on Twitter ([@HealthiestIowa](https://twitter.com/HealthiestIowa))
- FOLLOW us on Instagram ([@iowahealthieststate](https://www.instagram.com/iowahealthieststate))
- Tag us and use hashtag **#WalkMoreConnectMore** and **#HSIWalk2022**
- Share or RT the posts from HSI Facebook and Twitter accounts

**IMAGES:** Please feel free to use our [library of stock photos](#), the "[Let's Walk Together](#)" [social media save the date](#) or the [12th Annual Walk logo](#) on social media to create engagement. Other ideas for visuals include a photo of the walk route, photos from previous Annual Walk events or people walking.

**LINK:** Share the Annual Walk website [www.IowaHealthiestState.com/Walk](http://www.IowaHealthiestState.com/Walk)

## PRE-WALK:

### Twitter

- Join us Oct. 5 for the @HealthiestIowa 12th Annual Walk! Did you know 30 minutes of daily physical activity boosts health and wellness? #WalkMoreConnectMore #HSIWalk2022
- We are joining the @HealthiestIowa 12th Annual Walk because we value physical, social, and emotional health. #WalkMoreConnectMore #HSIWalk2022

### Facebook

- We are excited to participate in the Healthiest State Initiative 12th Annual Walk, presented by Delta Dental of Iowa, and connect with our fellow Iowans! We know now more than ever, how important being both physically active and socially connected is [LINK TO WALK WEBSITE]
- Join us for the Healthiest State Initiative 12th Annual Walk, presented by Delta Dental of Iowa, on October 5! 30 minutes of physical activity is proven to improve not only physical health but also social and emotional health. #WalkMoreConnectMore #HSI-Walk2022 [ATTACH GRAPHIC]
- We have registered for the Healthiest State Initiative 12th Annual Walk, presented by Delta Dental of Iowa. Our walk will take place at [TIME, PLACE]. We hope you will join us for 30 minutes of physical activity! #WalkMoreConnectMore #HSIWalk2022 [ATTACH POSTER]

## **DAY OF WALK:**

### **Twitter**

- Join us today for the @HealthiestIowa 12th Annual Walk at [TIME] at [PLACE] for a 30 minute walk! #WalkMoreConnectMore #HSIWalk2022
- We are proud to support @HealthiestIowa 12th Annual Walk today and every day to make Iowa healthier. #WalkMoreConnectMore #HSIWalk2022
- Post photos of the group or individuals throughout the walk while tagging @HealthiestIowa and using #WalkMoreConnectMore #HSIWalk2022
- HSI will retweet your photos and tweets!

### **Facebook**

- Today is the day! Join us at [TIME, LOCATION] for the Healthiest State Initiative 12th Annual Walk. We will walk for 30 minutes to connect with your students/colleagues/neighbors and join the effort for a healthier Iowa! #WalkMoreConnectMore #HSIWalk2022
- Post photos of the group or individuals throughout the walk while tagging the Healthiest State Initiative and using the hashtags: #WalkMoreConnectMore #HSIWalk2022
- HSI will collect all photos and share them in an album after the walk!

### **Instagram**

- Post photos of the group or individuals throughout the walk in your feed or stories while tagging @IowaHealthiestState and using the hashtags: #WalkMoreConnectMore #HSIWalk2022.
- HSI will re-share your stories and posts in our story!

## **POST-WALK:**

### **Twitter**

- We had a great time joining the @HealthiestIowa 12th Annual Walk and fitting 30 minutes of activity into our day. #WalkMoreConnectMore #HSIWalk2022
- We had [INSERT NUMBER] students/colleagues/neighbors join our @HealthiestIowa 12th Annual Walk. We are excited to help make Iowa the healthiest state in the nation. #WalkMoreConnectMore #HSIWalk2022

## **POST-WALK (continued)**

### **Facebook**

- The Healthiest State Initiative 12th Annual Walk, presented by Delta Dental of Iowa, was a great first step towards a healthier lifestyle and connecting with our students/colleagues/neighbors. The walk was only a starting point – let's keep walking! #WalkMoreConnectMore #HSIWalk2022 [INSERT PHOTO FROM WALK]
- We had a great experience participating in the Healthiest State Initiative 12th Annual Walk, presented by Delta Dental of Iowa, on Wednesday. We realize that the walk represented more than just 30 minutes of activity, but also a commitment to improving the overall physical, mental and social health of ourselves and the state of Iowa! For more resources on how to live an active lifestyle, visit [www.iowahealthieststate.com](http://www.iowahealthieststate.com). #WalkMoreConnectMore #HSIWalk2022
- Upload a photo album of groups and individuals from the walk on Facebook and tag the Healthiest State Initiative and participants.

## **FOR SCHOOLS PARTICIPATING IN MASCOT CHALLENGE:**

### **Twitter**

- Vote for [MASCOT NAME] and help [INSERT SCHOOL NAME] win \$1,000 for participating in the @HealthiestIowa 12th Annual Walk! Vote here: [INSERT WOBOX LINK] #WalkMoreConnectMore #HSIWalk2022

### **Facebook**

- We were one of the first schools to register for the Healthiest State Initiative 12th Annual Walk and are now entered into this year's Mascot Challenge! Help [INSERT SCHOOL NAME] win \$1,000 by voting for [MASCOT NAME]. We need everyone's help, so vote now! Vote here: [INSERT WOBOX LINK] #WalkMoreConnectMore #HSIWalk2022 [INSERT PHOTO OF SCHOOL MASCOT]