SOCIAL MEDIA TIPS FOR LAUNCH

Content Ideas

- Refer back to the key messages for ideas and facts
- Tout the benefits of active students and active schools!
- Issue a call to action for specific audience(s), for example:
  - Teachers and school staff ➔ be a champion for your school
  - School leadership ➔ prioritize physical activity, facilitate change, recognize success
  - Parents and caregivers ➔ get involved! Talk to your kids, peers, and schools
- Drive audiences to LetsMoveSchools.org
- Ask everyone to share their stories, engage their networks, and keep building support

Suggested Hashtags

#LetsMoveTour
#ActiveSchools
#BeActive

Supporting Organizations’ Platforms

PCFSN @FitnessGov
ChildObesity180 @ActiveASAP // @ChildObesity180
FUTP60 @FUTP60 // @NtlDairyCouncil
GENYOUth @GENYOUthNow
AAHPERD @NASPE // @NTAAHPERD
Let’s Move! @LetsMove // @FLOTUS
Alliance for a Healthier Generation @HealthierGen
Department of ED @USEDGOV
National PTA @NationalPTA
Safe Routes to School @saferoutesnow
Kaiser Permanente @KPNewscenter // @kpthrive
PHA @PHAnews
Nike @nike // @nikefuel // @nikechicago // @nikewomen // @nikebetterworld
Afterschool Alliance @afterschool4all
American Assn of School Administrators @AASAhq // @AASATotalChild
National Education Assn @NEAToday

Athletes at Launch Event:

Bo Jackson @bojackson
Allyson Felix @allysonfelix
Ashton Jeaton @ashtonjeaton
Gabby Douglas @gabrielledoug
Serena Williams @serenawilliams
Sarah Reinersten @AlwaysTri
Paul Rodriguez @prod84
Colin Kaepernick @Kaepernick7
Dominique Dawes @dominiquedawes
Bob Harper @MyTrainerBob