

## National Wellness Week

# Social Media Kit

We will kick off National Wellness Week (NWW) in just a few weeks, and we want YOU to be ready to help promote wellness and the importance of “Connecting All Aspects of Behavioral Health.”








In this toolkit, you will find suggested social media copy and links that you can promote via your own social media channels, such as **Facebook**, **Twitter**, and **Instagram** pages. Be creative - show everyone how you practice wellness through videos, messages, photos and more. This quick-guide will help you leverage social media to #ShareWellness.

We’ve also created **Snapchat** filters for your use during NWW. The filters are available as png files that you can upload to Snapchat and use as geofilters throughout the week—Snap away! Join us and highlight one of the 8 Dimensions of Wellness each day.

### Let’s Get Started

- Step 1** Review the suggested copy on the following pages.
- Step 2** Tailor to your organization and audience.
- Step 3** Make sure to get your NWW message in the queue!
- Step 4** Don’t forget the hashtag— #ShareWellness.

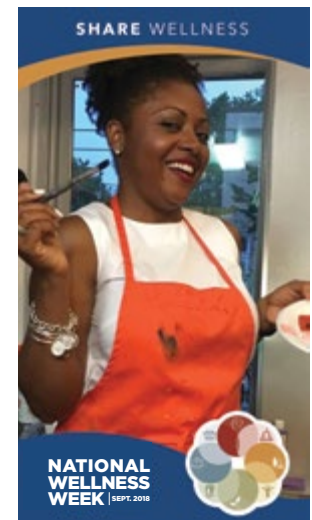
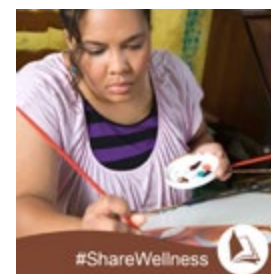
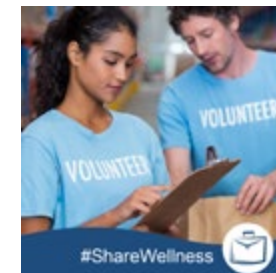
**Schedule for the 8 Dimensions of Wellness**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Physical	Environmental	Emotional/ Social	All dimensions	Occupational/ Financial	Intellectual	Spiritual
						

### Memes/Graphics and Snapchat Filters

Access additional graphics here




<https://www.samhsa.gov/wellness-initiative/national-wellness-week-resources>





## Let's Get Social

Following are sample social media messages to get you started immediately. You can post with graphics and images provided and visit the NWW page on [SAMHSA.gov](http://SAMHSA.gov) for additional web banners.

Proposed Date	Content Category	Facebook	Twitter	Instagram
<b>Pre-post</b>		SAVE THE DATE! National Wellness Week is September 16-22, 2018! Get involved and #ShareWellness. <a href="http://bit.ly/2be1nXf">http://bit.ly/2be1nXf</a>	SAVE THE DATE! National Wellness Week is September 16-22, 2018! #ShareWellness. <a href="http://bit.ly/2be1nXf">http://bit.ly/2be1nXf</a>	SAVE THE DATE! National Wellness Week is September 16-22, 2018! #ShareWellness. (link in bio)
<b>Sunday</b>	<b>Kick-off</b>	It's National Wellness Week. This year is focused on "Connecting All Aspects of Behavioral Health." Check out this video to see how everyday habits can help people live longer and improve overall quality of life! <a href="http://bit.ly/2bGzadt">http://bit.ly/2bGzadt</a>	National Wellness Week begins today! This year is focused on "Connecting All Aspects of Behavioral Health." #ShareWellness. <a href="http://bit.ly/2bGzadt">http://bit.ly/2bGzadt</a>	It's National Wellness Week! National Wellness Week begins today! This year is focused on "Connecting All Aspects of Behavioral Health." #ShareWellness (link in bio)
	<b>Making Wellness Real</b>	Make wellness real today! Challenge your friends to a wellness activity. Research says most Americans only get 5,117 steps/day, far below the 10,000 steps recommendation. Try to get at least 6,000 steps today, and challenge your friends to do the same. You can use a pedometer, app, or phone's accelerometer for tracking. <a href="https://www.verywell.com/whats-typical-for-average-daily-steps-3435736">https://www.verywell.com/whats-typical-for-average-daily-steps-3435736</a>	Make wellness real today! Challenge yourself and friends to a wellness activity. Try to get 6,000 steps today. #ShareWellness	Make wellness real today! Challenge yourself and your friends to a wellness activity. Try to get at least 6,000 steps today. You can use a pedometer, app, or phone's accelerometer for tracking.
	<b>Youth-related</b>	It's back-to-school time! A healthy bedtime can improve your sleep and help you jump-start your day! WELLNESS TIP: After a full day at school, unwind by playing some of your favorite music and dancing for 30 minutes! #ShareWellness	It's back-to-school time! After school, unwind by playing music and dancing for 30min! #ShareWellness  It's back-to-school time! A healthy bedtime can improve your sleep and help you jump-start your day! #ShareWellness	It's back-to-school time! A healthy bedtime can improve your sleep and help you jump-start your day! #WellnessTip After a full day at school, unwind by playing some of your favorite music and dancing for 30 minutes. #ShareWellness

Proposed Date	Content Category	Facebook	Twitter	Instagram
Sunday continued	Physical 	Are you always tired, maybe often out of breath? Do you spend a lot of time sitting? If so, consider focusing on your Physical Wellness today. Recognize the need for physical activity, diet, sleep, and nutrition. WELLNESS TIP: Getting outdoors and soaking up sunlight is boosting your immune system; you're improving Physical and Environmental Wellness! #ShareWellness <a href="https://www.samhsa.gov/wellness/strategies">https://www.samhsa.gov/wellness/strategies</a>	Focus on your Physical Wellness: Recognize the need for physical activity, diet, sleep & nutrition. #ShareWellness <a href="http://bit.ly/2nMf7AI">http://bit.ly/2nMf7AI</a>	Focus on your Physical Wellness today. #WellnessTip Getting outdoors and soaking up sunlight is boosting your immune system. You're improving both Physical and Environmental Wellness! #ShareWellness
Monday	Science Behind Wellness	How do you maintain a healthy environment? #ShareWellness <a href="https://www.healthypeople.gov/2020/topics-objectives/topic/environmental-health">https://www.healthypeople.gov/2020/topics-objectives/topic/environmental-health</a>	#DYK 23% of all deaths are due to preventable environmental factors? A healthy environment is important for quality of life. #ShareWellness	#DYK 23% of all deaths are due to preventable environmental factors? Remember a healthy environment is important for your quality of life. #ShareWellness
	Environmental 	Environmental Wellness involves good health by occupying pleasant, stimulating environments that support well-being! You can create your own healthy environment! Start by getting rid of things in your space that do not support your wellness goals. WELLNESS TIP: Write down what you'd like to organize, then write 5 steps on how you will accomplish it.  How can you improve your environmental wellness? Here are 3 Wellness Tips to get you going: 1) Get connected with your community/environment; 2) Take 5-10 minutes today to organize a small area of your space; 3) Open windows and renew your environment with fresh air. Download and share the environmental banner with others to show how you will focus on Environmental Wellness. #ShareWellness	Environmental Wellness = Healthy space, healthy you! Get rid of things in your space that don't support your wellness goals #ShareWellness  Improving your environmental wellness is improving your overall health! #Sharewellness	Environmental Wellness = healthy space, healthy you! Being organized can contribute to your wellness and mental health. #WellnessTip Write down what you'd like to organize, then write 5 steps on how you will accomplish it. #ShareWellness  Improving Environmental Wellness is improving overall health! It's helpful to shape the places around you to be more supportive to your needs. #WellnessTip Think about how you can bring more color or live plants into your area. #ShareWellness
				

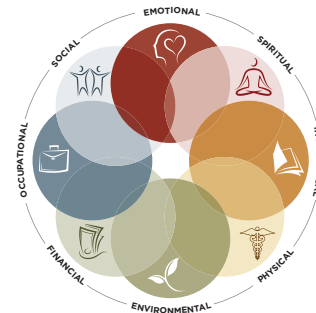
Proposed Date	Content Category	Facebook	Twitter	Instagram
<b>Tuesday</b>	<b>Wellness Event</b>	<p>What can you do for National Wellness Week? How about an outdoor picnic or luncheon to support Emotional and Social Wellness, or an educational workshop to showcase how all of the 8 Dimensions are connected. Whatever you plan, tell us about your event. You can add info about your wellness event at <a href="https://www.samhsa.gov/wellness-initiative/event-form">https://www.samhsa.gov/wellness-initiative/event-form</a></p>	<p>Are you planning a wellness event this week? Tell @samhsagov about it! <a href="http://bit.ly/2uQtMPB">http://bit.ly/2uQtMPB</a> #ShareWellness</p>	<p>What can you do for National Wellness Week? How about a picnic or luncheon to support Social Wellness, or an education workshop to showcase how all of the 8 Dimensions are connected. #ShareWellness</p>
	<b>Emotional</b> 	<p>Finding emotional balance will help maintain relationships. How do your emotions impact your relationships? Share with us a few positive changes you can make for your Emotional Wellness. #ShareWellness</p>	<p>Finding your emotional balance will help maintain relationships? #ShareWellness</p>	<p>Finding emotional balance will help maintain relationships. How do your emotions impact your relationships? #ShareWellness</p>
	<b>Social</b> 	<p>Staying connected and having a well-developed support system is important for your Social Wellness. There are many ways to enhance your Social Wellness. WELLNESS TIP: Volunteering and connecting with family or friends improves your Social Wellness, creating space in your life for positive people! #ShareWellness</p>	<p>#DYK by improving your Social Wellness, you're creating space in your life for positive people! #ShareWellness</p>	<p>Your Social Wellness is important for your overall health. #WellnessTip Get social and connect with someone new today. Share something interesting about yourself. #ShareWellness</p>

Proposed Date	Content Category	Facebook	Twitter	Instagram
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<b>Wednesday</b>	<b>Outcomes</b>	What works? Meditation is proven to reduce stress. Meditation can help impact multiple dimensions of wellness, including environmental, physical, emotional, and spiritual wellness. @NIH_NCCIH offers some guidance on how to relax and manage your stress. #ShareWellness <a href="https://nccih.nih.gov/health/stress/relaxation.htm">https://nccih.nih.gov/health/stress/relaxation.htm</a>	Meditation is proven to reduce stress & can help impact multiple dimensions of wellness! Check out @NIH_NCCIH for more. #ShareWellness	What works? Meditation can help impact multiple dimensions of wellness, including environmental, physical, emotional, and spiritual. @NIH_NCCIH offers some guidance on how to relax and manage your stress. #ShareWellness
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<b>Communities of Color</b>	Being well applies to everyone. Remember: If we are not well, our communities are not well. Reach out to family, connect with your local church, call an old friend, or visit your barber. Supporting your community and creating nurturing relationships is supporting your recovery! #ShareWellness	Being well applies to everyone. Remember: If we're not well, our communities aren't well. #ShareWellness	Being well applies to everyone. If we're not well, our communities aren't well. #WellnessTip Reach out to family, call an old friend, or visit your barber today. Remember: If we're not well, our communities aren't well! #ShareWellness
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<b>All Dimensions are Connected</b>	The 8 Dimensions of Wellness are all connected! Connect with a friend and pick a dimension to focus on, and do one activity to improve that dimension together! Spiritual? Try meditating. Physical? Cook a healthy meal. Occupational? Attend a job fair. Intellectual? Go to a museum. These are just few examples as the possibilities of what you can do are endless! #ShareWellness	The 8 Dimensions are all connected! Get with a friend - Pick a dimension - Do 1 activity - Improve together! <a href="http://bit.ly/2bGzadt">http://bit.ly/2bGzadt</a> #ShareWellness	The 8 Dimensions of Wellness are all connected! #WellnessTip Get with a friend- Pick a dimension to focus on- Do one activity and improve that dimension together! Spiritual? Try meditating. Physical? Cook a healthy meal. Occupational? Attend a job fair. Intellectual? Go to a museum. The possibilities of what you can do are endless! #ShareWellness
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Proposed Date	Content Category	Facebook	Twitter	Instagram
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Thursday

Occupational



Work! Work! Work! Whether you have a 9 a.m. - 5 p.m. job, volunteer, go to school, or are a caretaker, your work is making a difference in the world! Your Occupational Wellness is important, having personal satisfaction and value gained from your work. Take pride in the work you do! #ShareWellness

Work isn't always a 9-5. It can include volunteering, going to school, or being a caretaker. Take pride in the work you do! #ShareWellness

Whether you have a 9-5pm job, volunteer, go to school, or are a caretaker, your work is making a difference in the world! Occupational Wellness is important! Take pride in the work you do! #ShareWellness

Science Behind Wellness

Did you know? Workplaces can support your mental health. Here's how: Offering gym memberships promotes physical activity, and exercise can reduce symptoms of depression. Increasing opportunities for exposure to natural light in the workplace can influence well-being by improving sleep as well as overall quality of life (Bergland, 2013)! #ShareWellness

#DYK workplaces can support #mentalhealth, like offering gym membership to promote physical activity. #ShareWellness

#DYK workplaces can support mental health? Offering gym memberships promotes physical activity, and exercise can reduce symptoms of depression, and exposure to natural light in the workplace can influence well-being and overall quality of life! #ShareWellness

Financial




Does your financial situation cause you stress? Be confident in your ability to take control of your finances, as this can help with your financial wellness. Be knowledgeable about your income, spending, saving, and needs. Consider how you feel about your income, your expenses, your savings, and the material things you have. WELLNESS TIP: If you find yourself unsatisfied, brainstorm some ways you might improve your situation. #ShareWellness


Be confident in your ability to take control of your finances—this can help with your financial wellness! #ShareWellness

Does your financial situation cause you stress? Be confident in your ability to take control of your finances. This can help with your financial wellness. #WellnessTip If you find yourself unsatisfied, brainstorm some ways you might improve your situation. #ShareWellness



Proposed Date	Content Category	Facebook	Twitter	Instagram
Friday	<b>Intellectual</b> 	<p>Do you need to be challenged? Do you need something to jump-start your imagination? To help with this, focus on your Intellectual Wellness today. Recognize your creative power! WELLNESS TIP: Think about all the new things you want to try or do in the next 6 months. Which ones can you do right now with the resources you have? #ShareWellness</p>	<p>Focus on your Intellectual Wellness today. Recognize your creative power &amp; challenge yourself! #ShareWellness</p>	<p>Need to be challenged? Need something to jump-start your imagination? Focus on your Intellectual Wellness today. Recognize your creative power! #WellnessTip Think about all the new things you want to try or do in the next 6 months. Which ones can you do right now? #ShareWellness #ShareWellness</p>
	<b>Making Wellness Real</b>	<p>Art allows you to express yourself and has been shown to help individuals in their recovery. WELLNESS TIP: Take a blank sheet of paper and press the point of your pen/pencil anywhere on the sheet. Without picking up your pen/pencil and without thinking about anything, draw all over the sheet. When you feel like you are done, stop and put down your pen/pencil. Look at your picture. What does it mean to you? Did you form shapes? Words? Do you feel different?</p>	<p>#Art allows you to express yourself and has been shown to help individuals in their recovery. #ShareWellness</p>	<p>#Art allows you to express yourself and has been shown to help individuals in their recovery. #WellnessTip Take a blank sheet of paper and press the point of your pen anywhere on the sheet. Without thinking or picking up your pen, draw all over the sheet. What does it mean to you? Did you form shapes? Words? Do you feel different? #ShareWellness</p>



Proposed Date	Content Category	Facebook	Twitter	Instagram
Saturday	<b>Science Behind Wellness</b> 	<p>Have you heard of a mandala? It's a circle that represents the universe, a symbol of wholeness, unity, and harmony. WELLNESS TIP: Draw your own sacred circle. Take as much time as you need, use whatever colors make you happy, and put as much detail and added design into it as you'd like. Research suggests coloring a mandala as a meditation technique which can reduce anxiety and create a sense of calm. In fact, "coloring a mandala for 20 minutes is more effective at reducing anxiety than free-form coloring for 20 minutes." (Curry &amp; Kasser, 2005).</p>	<p>A mandala represents the universe, wholeness, unity &amp; harmony. Research suggests coloring a mandala as a meditation technique. #ShareWellness</p>	<p>A mandala represents the universe, a symbol of wholeness, unity, and harmony. #WellnessTip Draw your own sacred circle. Take as much time as you need, use whatever colors make you happy, and put as much detail and added design into it as you'd like. Research suggests coloring a mandala is a meditation technique which can reduce anxiety and create a sense of calm. #ShareWellness</p>
	<b>Spiritual</b>	<p>Spirituality looks different for everyone; however, expanding your sense of purpose and meaning of life is what contributes to your Spiritual Wellness. WELLNESS TIP: Make time for practices that enhance your sense of connection to self, nature, and others. Try a practice that works best for you! <a href="https://www.samhsa.gov/wellness-initiative/wellness-resources">https://www.samhsa.gov/wellness-initiative/wellness-resources</a></p>	<p>Spirituality looks different for everyone; expand your sense of purpose &amp; meaning of life; contribute to your Spiritual Wellness. #ShareWellness</p>	<p>Expanding your sense of purpose and meaning of life is what contributes to your Spiritual Wellness. #WellnessTip Make time for practices that enhance your sense of connection to self, nature, and others. #ShareWellness</p>
	<b>Wrap-up</b>	<p>As National Wellness Week 2018 comes to a close, don't forget to send @samhsa pictures and updates from NWW 2018! Contact <a href="mailto:paw@pra-inc.com">paw@pra-inc.com</a> and tell us what you did for Wellness Week 2018! REMEMBER: Being well happens year round. Making The 8 Dimensions of Wellness a part of daily life can improve your overall health! SAVE THE DATE for National Wellness Week (NWW) 2019 (9/15-9/21)! #ShareWellness</p>	<p>As NWW'18 ends, send @samhsagov pictures/updates. Remember: making wellness a part of daily life will improve overall health! #ShareWellness SAVE THE DATE for NWW 2019 (9/15-9/21). #ShareWellness</p>	<p>As NWW 2018 comes to an end, don't forget to upload pictures using #SAMHSA Remember: Making wellness a part of everyday life will improve your overall health! #ShareWellness And SAVE THE DATE for NWW 2019 (9/15-9/21) !</p>