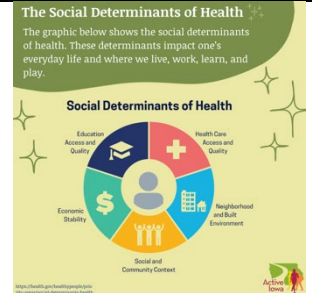



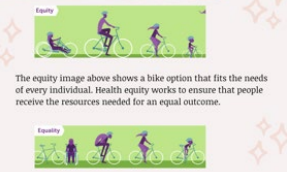


## Introduction:



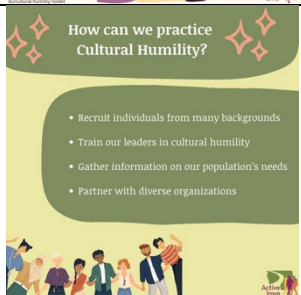

Social media plays an important role in promoting the Active Iowa program. This guide includes example messages and images for four social media platforms: Instagram, Facebook, Twitter, and LinkedIn. The document provides messages and images that help you share information from and supplement the content in Active Iowa’s supplemental trainings. These messages can help you increase your community’s awareness and understanding of your Active Iowa program.

Text that is both highlighted and in parentheses is information that needs to be modified to match information about your specific Active Iowa program (for example the inclusion of your contact information). The text that is italicized and highlighted are additional ideas for images to share alongside the post graphic that was created as part of this guide. Although the messages below were created for your use, you can change the messaging to fit your own social media taste and audience. All files of the graphics in the table below can be found in the attached .zip folder with the file name found in the table below.

The Alt (alternative) text column below can be added to your messages to describe the purpose or appearance of the graphics created as part of this guide. Alt text is read aloud by screen readers, which is helpful for a person who is visually impaired or if someone is unable to view the image on the page. Social media platforms such as Instagram and Facebook limit the alt text character count to 100-characters or less, including spaces, and because of this, the alt text below is 100-characters or less. If alternative text is not available, individuals using screen readers cannot obtain the information provided from the images. Key components of Active Iowa are inclusivity and accessibility, so we feel it is important to include this alt text in social media messaging whenever possible. Adding alt text to each social media platform is slightly different. For **Facebook**, after adding your image to the post, select **Edit**, and then in the Edit menu select **Alternative Text**. After selecting Alternative Text, add the alt text provided in the table below to the text box. For **Instagram**, begin by uploading the photo, click the right arrow, then click **Advanced Settings** at the bottom of the screen, click **Write Alt Text** and add the alt text in the box and lastly, click the checkmark. For **Twitter**, after uploading the image click **Alt** below the image and write in the alt text provided, and then click **Save**. For **LinkedIn**, after uploading the image, click **Alt** below the image and write in the alt text from the table and then click **Save**.





Facebook, LinkedIn, Twitter, Instagram						
Module	Topic theme	File name/type	Graphic	Alt text	Post text	References
Module 1 SDOH	Social determinant s of health	SDOH graphic 1_		Social determinants of health impact daily life, including health, community, education, etc. (93)	The social determinants of health have a significant influence on health. For example, high paying jobs create greater financial stability. Families can then have access to higher quality healthcare, education, food, and housing. (230)	<a href="https://health.gov/healthy-areas/social-determinants-health">https://health.gov/healthy-areas/social-determinants-health</a>

	Dimensions of wellbeing	SDOH graphic 2_	<p><b>Dimensions of Wellbeing</b> ✨</p> <p>There are eight interconnected dimensions of wellbeing that depend on one another. Improving one area of wellbeing can increase wellbeing in another area. Finding ways to support your wellness in each of these areas is the first step.</p> 	Venn diagram of the 8 dimensions of wellness: Physical, social, emotional, financial wellness, etc. (99)	The eight dimensions of wellbeing each contribute to our overall wellbeing. For example, regularly exercising with a group of friends will improve your physical wellness but also your social wellness, which can lead to greater emotional wellness and so on. (257)	
Module 2 Health Equity	Health equality vs health equity	Health equity graphic 1_	<p><b>Health Equity vs Health Equality</b></p>  <p>The equity image above shows a bike option that fits the needs of every individual. Health equity works to ensure that people receive the resources needed for an equal outcome.</p> <p>Equality is demonstrated in the image above, where all individuals have access to the same bike, but this bike does not fit everyone's needs.</p>	Equity vs Equality. Equity: People on bikes that fit their needs. Equality: People on the same bike. (100)	Equity is when every person has opportunities or resources that meet their needs. Equality is when every person has the same opportunities or resources. As we can, our Active Iowa program tries to achieve health equity. (220)	<a href="https://www.rwjf.org/en/library/infographics/visualizing-health-equity.html">https://www.rwjf.org/en/library/infographics/visualizing-health-equity.html</a>
	Community advisory board responsibilities	Health equity graphic 2_	<p><b>What are the responsibilities of a Community Advisory Board?</b></p> <ul style="list-style-type: none"> <li>• Advocate for the needs/interests of the community</li> <li>• Provide feedback on how to reach community</li> <li>• Speak up for people not represented on the board</li> <li>• Guide program decisions</li> <li>• Advertising management</li> </ul> 	The Community Advisory Board advocates and speaks up for others in the community (80)	A Community Advisory Board plays an important role in making our program, our community's program. They are key to making decisions and ensuring our Active Iowa program fits our community's strengths and needs. (210)	
	Physical Activity Leader responsibilities	Health equity graphic 3_	<p><b>Responsibilities of Physical Activity Leaders</b></p> <ul style="list-style-type: none"> <li>• Make activities accessible and inclusive</li> <li>• Perform outreach to bring new participants</li> <li>• Create a safe and encouraging environment for participants</li> </ul> 	Physical Activity Leaders perform outreach and ensure activities are inclusive and accessible (93)	Physical Activity Leaders have one of the most important roles in Active Iowa. A key part of their role is practicing inclusivity, so all of our community members can be part of our Active Iowa activities. (205)	





<p>Module 3 Cultural Humility</p>	<p>Cultural humility</p>	<p>Cultural humility graphic 1_</p>		<p>Venn diagram: Cultural humility at center with self-reflection, power imbalance, org. accountability (100)</p>	<p>To practice cultural humility, one must present a humble and respectful attitude toward people from other cultures. It also highlights that there's no end goal in knowing everything, and learning is something we are always working towards. (239)</p>	<p><a href="https://ethnomed.org/resource/practicing-cultural-humility-when-serving-immigrant-and-refugee-communities/">https://ethnomed.org/resource/practicing-cultural-humility-when-serving-immigrant-and-refugee-communities/</a></p>
	<p>Cultural competence vs. cultural humility</p>	<p>Cultural humility graphic 2_</p>		<p>Cultural competence: think you know it all vs Humility: admit you don't know it all (83)</p>	<p>Cultural humility and cultural competence differ, but both attempt to address inequities. With competence, you may make assumptions about living in a specific community. With humility, you would get to know the community first and avoid making assumptions. (256)</p>	<p><a href="https://inclusion.uoregon.edu/cultural-humility-toolkit">https://inclusion.uoregon.edu/cultural-humility-toolkit</a></p>
	<p>Practicing cultural humility</p>	<p>Cultural humility graphic 3_</p>		<p>Cultural humility can be practiced through training leaders, diversifying recruitment, and more (96)</p>	<p>Cultural humility is important because it uplifts populations who are not always considered. One can practice cultural humility in many ways. Some examples may include involving members when translating materials and planning for activities to engage their community. (268)</p>	
<p>Module 4 Accessibility &amp; Health</p>	<p>Defining disability</p>	<p>Accessibility graphic 1_</p>		<p>Disability: condition of body/mind, can make life difficult. 1 in 4 US adults live with a disability (100)</p>	<p>There is a wide range of disabilities that can impact people in different ways with the "same" disability affecting people in different ways. Active Iowa works to make our programming as inclusive as possible for all our community members. (241)</p>	<p><a href="http://dx.doi.org/10.15585/mmwr.mm6732a3">http://dx.doi.org/10.15585/mmwr.mm6732a3</a></p>

<p>What is accessibility ?</p>	<p>Accessibility graphic 2_</p>		<p>Accessibility: the needs of people with disabilities are considered (67)</p>	<p>Some examples of communities increasing accessibility include parking spots with a reserved spot next to it for a wheelchair ramp, captions on a TV, crosswalks that talk out loud when the light changes, just to name a few. (222)</p>	<p><a href="https://www.cdc.gov/ncbddd/disabilityandhealth/disability-strategies.html">https://www.cdc.gov/ncbddd/disabilityandhealth/disability-strategies.html</a></p>
<p>Importance of inclusivity</p>	<p>Accessibility graphic 3_</p>		<p>Inclusivity has health benefits, strengthens communities, and allows for dignity and equity (91)</p>	<p>To support community members and practice inclusivity, certain groups may want or need activities tailored to their ability. For physical activity, this may include lower impact exercises like walking indoors or water aerobics. (227)</p>	
<p>Module 5 Recruiting PALS</p>	<p>Physical Activity Leaders are important</p>		<p>Physical Activity Leaders: lead, inspire, and welcome new people for activities (79)</p>	<p>Physical Activity Leaders (PALs), make our community more active. Not only do they encourage people to participate in their activities, but they also support other Physical Activity Leaders in leading fun and free activities. (226)</p>	
<p>Referring a Physical Activity Leader</p>	<p>Recruitment graphic 2_</p>		<p>We're looking for Physical Activity Leaders to lead activities for Active Iowa. Contact info below (98)</p>	<p>If you or someone you know would be interested in becoming a Physical Activity Leader, please contact (name) at (phone #/email). (105—dependent on contact information included)</p>	



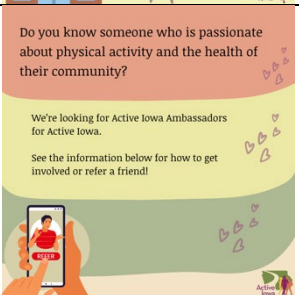

Help with translating	Recruitment graphic 3_		For Active Iowa to reach the whole community, we need help translating materials. Details below (95)	If you're able to help us translate our materials from English into one or more of the languages spoken in our community, please contact (name) at (phone #/email). (142—dependent on contact information included)	
Help with finding locations for activities	Recruitment graphic 4_		We're looking for places where people can be active. We want your ideas! Details below (86)	If you know of any outdoor or indoor locations in the community where we could host physical activities for free, please contact (name) at (phone #/email). Thank you! (143—dependent on contact information included)	
Why you should become a Physical Activity Leader	Recruitment graphic 5_		Become a Physical Activity Leader if you enjoy supporting others and leading physical activities (96)	When you lead an activity as a Physical Activity Leader, you get to plan the programming for your activity and enjoy it with other people in our community. This is a rewarding experience and allows you to find new friends and support our community in being healthier. (265)	
Module 6 Training PALS	Physical Activity Leader training coming		If you want to become a Physical Activity Leader, we have a training coming soon. More info below (97)	If you're interested in becoming a Physical Activity Leader, there will be a training on (date) at (time), and it will be located at (address). Contact (name) at (phone #/email) if you have questions. (153—dependent on contact information included)	





Physical Activity Leader training coming	Training graphic 2_		There's a Physical Activity Leader training coming up. We hope to see you there. More info below (96)	If you or someone you know is interested in becoming a Physical Activity Leader, there's a training coming up! The training will be on (date) at (time), and it will be located at (address). Contact (name) at (phone #/email) if you have questions (198—dependent on contact information included)	
New activity alert	Training graphic 3_		We have a new activity; we hope to see you there! If you want to join us, see below for more info (97)	Come check out our new activity (name of activity)! The first class will be (date) at (time), and will be held at (address). Contact (name) at (phone #/email) if you have questions. (121—dependent on contact information included)	
New Physical Activity Leaders	Training graphic 4_		We have new leaders who want to see you at their activities! See below to find out more about them (98)	Welcome to our new Physical Activity Leaders: (list names) Come check out their new activities: (list activities) (83—dependent on contact information included)	
New Physical Activity Leader	Training graphic 5_		We have a new physical activity leader! They're excited to lead activities. Learn more below (92)	Come and meet (name)! They'll be leading (activity name). Their first activity will be on (date) at (time), and it will be located at (address). (98—dependent on contact information included)  <i>Include a headshot of the of this individual after the graphic</i>	





	Learn about becoming a Physical Activity Leader	Training graphic 6_	<p>Do you want to learn more about becoming a Physical Activity Leader?</p> <p>If you're interested in Active Iowa or becoming a Physical Activity Leader, join us for a presentation to learn more! See below for more information.</p>	Learn more about Active Iowa by joining us for a presentation! See below for details (84)	(Name of Physical Activity Leader or Ambassador) will be giving a presentation about Active Iowa and their experience. Join them at (address) on (date) at (time). (89)	
Module 7 Retaining PALS	Physical Activity Leader support	Retainment graphic 1_	<p>How are Physical Activity Leaders supported?</p> <p>Physical Activity Leaders are the heart and soul of Active Iowa. We make sure they're supported by:</p> <ul style="list-style-type: none"> <li>• Making time for weekly one-on-one check-ins</li> <li>• Encouraging questions</li> <li>• Providing additional support when needed</li> </ul>	We support Physical Activity Leaders with check-ins, encouraging questions, and help when needed (97)	Physical Activity Leaders (PALs) have one of the most important roles. To make sure they feel appreciated, our staff work hard to support our hard-working PALs. (161)	
	Physical Activity Leader pride	Retainment graphic 2_	<p>Why our Physical Activity Leaders should feel proud:</p> <p>Physical Activity Leaders:</p> <ul style="list-style-type: none"> <li>• Increase physical activity in their community</li> <li>• Improve the overall health of their community</li> </ul>	Physical Activity Leaders increase physical activity and the overall health of their community (94)	We are so proud of our Physical Activity Leaders for all of the work that they do! Their work benefits community members and keeps Active Iowa going and growing. (161)	
	Physical Activity Leader appreciation	Retainment graphic 3_	<p>We appreciate our Physical Activity Leaders</p> <p>A big thank you to our Physical Activity Leaders for all they do for the community.</p>	We appreciate and thank our Physical Activity Leaders for all they do for the community! (88)	Physical Activity Leaders help keep the community on the move. We are so grateful for all that they do! Make sure you thank a Physical Activity Leader today! (157)	

Physical Activity Leader thank you	Retainment graphic 4_	 <p>Thank You Physical Activity Leaders!</p> <p>Thanks for all of your hard work and dedication leading physical activities for Active Iowa!</p> <p>We couldn't do it without you!</p>	Thank you, Physical Activity Leaders, for your hard work and dedication leading activities! (91)	Physical Activity Leaders are the heart and soul of Active Iowa. They volunteer their time to Active Iowa and our community. Make sure to thank your Physical Activity Leader today! (180)	
Physical Activity Leader anniversary	Retainment graphic 5_	 <p>Physical Activity Leader anniversary alert!</p> <p>One of our hardworking Physical Activity Leaders is celebrating 1 year with Active Iowa!</p>	One of our hardworking Physical Activity Leaders is celebrating one year with Active Iowa! (90)	<p>(Name) has been with Active Iowa for one whole year! We appreciate their dedication and support for the program. We couldn't do it without them, make sure to congratulate them next time you see them! (193)</p> <p><i>Include a photo of the of this individual after the graphic</i></p>	
Physical Activity Leader of the month	Retainment graphic 6_	 <p>Physical Activity Leader of the Month</p> <p>A big congrats to our Physical Activity Leader of the month!</p> <p>Find out more about them below.</p>	A big congratulations to our Physical Activity Leader of the month! Find out more about them below (98)	<p>(Name) is our Physical Activity Leader of the month. They do so much for Active Iowa and the community. (Name) has been a Physical Activity Leader for (months or years) and they lead (list activities). Make sure you congratulate them! (184)</p> <p><i>Include a photo of the of this individual after the graphic</i></p>	
Module 8 AIAs	Active Iowa Ambassador training	 <p>Active Iowa Ambassador Training</p> <p>Are you interested in becoming an Active Iowa Ambassador? Good news! We have a training coming soon! See below for details.</p>	If you want to be an Active Iowa Ambassador, we have a training coming soon! See below for details (98)	If you're interested in becoming an Active Iowa Ambassador, there will be a training on (date) at (time), and it will be located at (address). Contact (name) at (phone #/email) if you have questions. (152)	



<p>What Active Iowa Ambassadors do</p>	<p>Ambassadors graphic 2_</p>		<p>Active Iowa Ambassadors share their expertise to grow Active Iowa &amp; bring enthusiasm to the program (99)</p>	<p>Active Iowa Ambassadors have an important role in Active Iowa. A key part of their role is promoting Active Iowa among their networks. If you think you'd be interested in this role, please contact <b>(name)</b> at <b>(phone/email)</b>. (200)</p>	
<p>Active Iowa Ambassador involvement</p>	<p>Ambassadors graphic 3_</p>		<p>Active Iowa Ambassadors can provide financial support, marketing, or find activity spaces (89)</p>	<p>Active Iowa has many opportunities for Ambassadors to be part of the program and help us improve the health of our community. Please contact <b>(name)</b> at <b>(phone/email)</b> if you're interested in being an Active Iowa Ambassador. (202)</p>	
<p>Active Iowa Ambassador referral</p>	<p>Ambassadors graphic 4_</p>		<p>Ambassadors care about physical activity and community health. Contact details below (91)</p>	<p>If you're interested in becoming an Active Iowa Ambassador, or know someone who would like to be, please contact <b>(name)</b> at <b>(email/phone #)</b>. We hope you'll join us in keeping our community on the move! (179)</p>	
<p>Module 9 Gaining Community Support</p>	<p>New community advisory board member</p>		<p>New member of the Community Advisory Board! They're excited about Active Iowa. Find out more below (98)</p>	<p>Our new Community Advisory Board member is <b>(name)</b>. They work for <b>(organization name)</b> as a <b>(job title)</b>. They're so excited to be part of Active Iowa! (109)</p> <p><b>Include a photo of the of this individual after the graphic</b></p>	

Meet the community advisory board	Community support graphic 2_	<p>Active Iowa Community Advisory Board</p> <p>Our advisory board is so excited to help us make our Active Iowa program fit our community's strengths and resources!</p> 	The Active Iowa Community Advisory Board is excited to help our community and be part of the program (100)	<p>The Community Advisory Board is so important to Active Iowa and its programming. They strive for inclusivity and make sure our program represents and is designed for our community. (180)</p> <p><b>Include a group photo of the community advisory board after the graphic</b></p>	
Learn more about Active Iowa	Community support graphic 3_	<p>Come talk to us about Active Iowa!</p> <p>Want to learn more about Active Iowa and how you can get involved? Come see us! See below for information about where we'll be in the community.</p> 	If you want to learn about Active Iowa and how to get involved, see details below and come visit us (99)	We'll have a booth at <b>(location)</b> and we'll be there on <b>(date)</b> from <b>(time)</b> . We hope you'll stop by and learn more about Active Iowa. (106)	
Active Iowa activity at an event	Community support graphic 4_	<p>We'll be leading an activity at an upcoming event!</p> <p>Want to make some new friends and try an activity? Come join us!</p> <p>See below for more information on where we'll be in the community. We hope to see you there!</p> 	If you're looking to make new friends and try an activity, see below for details on how to join us! (99)	We'll be leading <b>(activity)</b> at <b>(location)</b> and we'll be there on <b>(date)</b> from <b>(time)</b> . We hope you'll come and join us! (80)	
Active Iowa calendar of events	Community support graphic 5_	<p>Active Iowa Calendar of Events</p> <p>Our calendar of events includes all of the planned dates, times, and locations for upcoming activities. Look out for it on all of our social media, and at the link below!</p> 	Our calendar of events includes details on upcoming activities. Check it out at the link below! (95)	The Active Iowa Calendar of Events is important because it helps you plan for upcoming activities. Click the link below to check out the calendar for <b>(insert month)</b> . (150) <b>(insert link)</b>	

<p>Module 10 Engaging Your Community</p>	<p>Facebook page</p>	<p>Engagement graphic 1_</p>	 <p>Active Iowa Facebook Page</p> <p>Make sure you check out the Active Iowa Facebook page where we provide updates on the program and activities going on in the community.</p> <p>Follow us if you're interested!</p> <p>Like Share Follow</p>	<p>Check out the Active Iowa Facebook page. You can view updates and new activities. Please follow us! (99)</p>	<p>Share this page with people in our community that may not know about Active Iowa. Our Facebook page is important to keep everyone updated on our program and to find ways to join our activities. (194)</p>	
	<p>Trying an activity</p>	<p>Engagement graphic 2_</p>	 <p>Why you should try an activity with Active Iowa</p> <ul style="list-style-type: none"> <li>• Activities are free</li> <li>• The many health benefits such as improved mental and physical health</li> <li>• Finding a way to connect with others in your community</li> </ul>	<p>You should try an activity! They're free, have health benefits, and connect you with others! (92)</p>	<p>Activities are essential to Active Iowa. They're a great way to increase physical activity, improve your health, and meet new people. Make sure you join us for an activity! (172)</p>	
	<p>Benefits of yoga</p>	<p>Engagement graphic 3_</p>	 <p>Benefits of yoga</p> <ul style="list-style-type: none"> <li>• Improves strength, balance, and flexibility</li> <li>• Back pain relief</li> <li>• Improves heart health and sleep</li> </ul>	<p>Benefits of yoga: improved strength, balance, flexibility, heart health, sleep, and more energy (95)</p>	<p>Whether you're a beginner or experienced at yoga, our yoga classes are a great way to be active and meet new people. Not only is yoga fun, but it also has many health benefits! (177)</p>	<p><a href="https://www.hopkinsmedicine.org/health/wellness-and-prevention/9-benefits-of-yoga">https://www.hopkinsmedicine.org/health/wellness-and-prevention/9-benefits-of-yoga</a></p>
	<p>Benefits of walking</p>	<p>Engagement graphic 4_</p>	 <p>Benefits of walking</p> <ul style="list-style-type: none"> <li>• Strengthens your bones and muscles</li> <li>• Increases energy levels</li> <li>• Strengthens your immune system</li> <li>• Improves your mood, memory, and sleep</li> </ul>	<p>Walking strengthens muscles and your immune system, improves energy, mood, memory, and sleep (93)</p>	<p>Walking is a good way to start being more active. You can even walk indoors when the weather is bad. Walking has many health benefits and it's a great way to meet people or spend time with friends. (197)</p>	<p><a href="https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/walking/art-20046261">https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/walking/art-20046261</a></p>

	New friends and physical activity	Engagement graphic 5_		If you're looking to meet new people in your community and be active, join us for a class! (90)	Active Iowa activities are a great way to try something new and meet people in our community. If you're interested in joining an activity, make sure you keep up with our Facebook page or check out our calendar of events. We hope you'll join us! (245—insert link to your social media page or webpage)	
Module 11 Technology & Active Iowa	Try an online activity	Technology graphic 1_		If you're looking for a way to be active at home, try an online activity! See below for details (95)	If something comes up and you're not able to join us in person for an activity, we have some classes available online. An online activity coming up is (activity) and it will be held on (date) at (time). Contact (name) at (phone #/email) if you have questions. (211)	
	Benefits of virtual physical activity	Technology graphic 2_		Virtual activities can be more accessible to people those with mobility difficulties (84)	Virtual activities are a great way for individuals that may not be able to join classes in person. You can still connect with others through online classes. We hope you'll join us for an online activity! (203)	

**Other Helpful Resources that are Social Media Based:**

[Move Your Way Campaign:](#)

The Move Your Way campaign was created by the U.S. Department of Health and Human Services to promote the second edition of the Physical Activity Guidelines for Americans. The goal of the campaign is to help people live healthier lives by increasing physical activity. The campaign includes materials such as fact sheets, posters, and videos targeted toward different populations. The materials provided from the campaign contain content that helps individuals understand the different types of physical activity, benefits, and the amount of physical activity needed to be healthy.

[Active People, Healthy Nation:](#)

Active People, Healthy Nation is a national initiative that is led by the CDC. The goal of the initiative is to get 27 million individuals to be active by 2027. Some of the materials available include social media posts, fact sheets, presentations, and print/digital advertisements. The content within these materials promotes physical activity and provides information on its benefits.