**National Senior Health & Fitness Day Social Media Toolkit – 2020**

*National Senior Health & Fitness Day*® will be held Wednesday, May 27th. More than 100,000 older adults will participate in activities at 1,000+ locations across the country to help celebrate the importance of regular physical activity for good health. National Senior Health & Fitness Day is the nation's largest annual health promotion event for older adults, and we thank you for your decision to join us in 2020.

The #NSHFD social media campaign provides participating organizations with the opportunity to network with one another to share a sense of camaraderie, as well as event ideas and photos throughout the time leading up to the event, and during the event itself. It also helps raise awareness of the importance of fitness and wellness for the older adult population in general.

Our goal with providing you with this toolkit is to make this newsworthy event stand out on social media networks across the nation by using the “hashtag” #NSHFD and tagging @fitnessday as you prepare for and execute your event!

We’ve provided everything you need to do this as quickly and easily as possible on the following pages. There are four primary ways to get involved:

1. Share the posts we have provided for you here on *Facebook®, Twitter®*, and *Instagram®*.
2. Tag all of your posts with #NSHFD on social media so others can find them easily—including us!.
3. Take photos of your staff preparing for the event and participants engaged in activities, tag with #NSHFD and share on your network.
4. Share our posts and tweets on your social media accounts.

Make sure you’re connected with us online so we can share your posts too! Here are our social media pages:

@fitnessdays on Facebook

@fitnessday on Twitter

@fitnessdayevents on Instagram

YouTube (https://www.youtube.com/user/fitnessdays)

Here are some suggested postings for your social media networks:

(Simply add your information where needed, then cut and paste these!)

**Preparation Posts**

*Use these to* ***share photos*** *of your staff preparing for the event, or to take* ***pictures of your posters or flyers*** *and post on social media. We’d also love to have you share photos of participants enjoying the day. Feel free to create your own posts as well – just be sure to hashtag them with #NSHFD so everyone can see what you’re up to!*

(Organization’s name) is getting ready for *National Senior Health & Fitness Day®* on Wednesday, May 27th! #NSHFD

*Look at our team preparing for* *National Senior Health & Fitness Day®! What are you doing? Tag a photo and share with us! #NSHFD (add your photo)*

Over 1,000 local organizations will participate in *National Senior Health & Fitness Day®* on May 27th, and we’re proud to be one of them! #NSHFD

Our team is getting ready for #NSHFD on May 27th! (add photo of staff)

We’re getting ready to promote health + fitness for older adults on Wednesday May 27th as part of *National Senior Health & Fitness Day®* #NSHFD

Fitness can be fun! Take a look at what we’re doing for *National Senior Health & Fitness Day®!* #NSHFD

**Event Day Posts**

*Use these posts to* ***share photos*** *of your Senior Day event on social media, or come up with some of your own if you prefer:*

*Look at our event setup! We’re ready to celebrate National Senior Health & Fitness Day®! #NHSFD (use photo of your event layout)*

It’s *National Senior Health & Fitness Day*®! We have many fun activities going on for the event today – take a peek! #NSHFD

See what we’re doing for *National Senior Health & Fitness Day®* #NSHFD

Today we join 1,000+ local senior organizations as we participate in the nation's largest annual health promotion event for older adults #NSHFD

Look at this group of participants having fun on #NSHFD 2020! (use group photo of seniors)

We’re enjoying *National Senior Health & Fitness Day*® here at (your organization’s name)! #NSHFD (photo of seniors)

Today is the day! Our participants are having fun celebrating fitness on *National Senior Health & Fitness Day*®! (photo of smiling seniors)