**National Senior Health & Fitness Day Social Media Toolkit – 2018**

The 25th Anniversary of *National Senior Health & Fitness Day*® will be held Wednesday, May 30th. 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 2018.

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 #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.
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! 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:*

(Organization’s name) is getting ready for the *25th Anniversary of National Senior Health & Fitness Day®* on Wednesday, May 30th! #NSHFD

Over 1,000 local organizations will participate in *National Senior Health & Fitness Day®* on May 30th, and we’re proud to be one of them! #NSHFD

We’re getting ready to promote health + fitness for older adults on Wednesday May 30th as part of the *25th Anniversary of National Senior Health & Fitness Day®* #NSHFD

**Event Day Posts**

*Use these posts to* ***share photos*** *of your Senior Day event on social media:*

It’s the *25th Anniversary of 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 the *25th Anniversary of National Senior Health & Fitness Day®* #NSHFD

Today we join 1,000+ local senior organizations celebrating the 25th anniversary of the nation's largest annual health promotion event for older adults #NSHFD