

# Spring into Action

We are aiming to get Geelong workers moving more this October!

## Promotional Toolkit



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For more information contact  
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Developed by the Healthy Communities Unit, August 2023



# How to use this toolkit



This social media toolkit is a guide for you to promote the **Spring into Action** initiative and encourage Geelong workers to try an activity from a range of local physical activity providers.

We have developed key messages for you to share on your communication platforms, with the potential to be adapted to different contexts and communities as needed.

The messages may be used in sequence or individually to support the context or audience it is being used for.

# How to use this toolkit



## Communication Platforms

Tailor the content to suit the specific requirements and preferences of your different communication platforms.

## Emojis

When using emojis for social media, sprinkle them thoughtfully throughout your posts to add visual appeal, convey emotions, and engage your audience. Avoid overusing them to maintain a professional and clear communication style.

## Hashtags

Use hashtags strategically in your posts. Keep them concise and easy to remember to increase discoverability and engagement with your target audience. For this initiative, use [#SpringintoActionGeelong](#) in your social media posts.

# Post 1 - Launching the initiative

## Share at the start of September



### Content:

This October, we're launching an exciting new initiative called **Spring into Action** – a month long promotion aimed at getting Geelong workers moving.

Get ready for a month filled with inspiring activities that will keep you energised, motivated, and ready to Spring into Action!

Local physical activity providers are offering a range of fun, come-and-try offers to increase physical activity of Geelong workers.

To find out more about Spring into Action and how you can get active with these promotional offers, visit our [website](#).

#SpringintoActionGeelong

\*Select any image from our [Spring into Action gallery](#) to go with this content

# Post 2 - Launching the initiative

## Share at the end of September

### Content:

**Spring into Action** is almost here!

From uplifting fitness workshops, fun-filled hikes, relaxing yoga classes - we have it all covered. This is your chance to explore local physical activity providers while enjoying the benefits of an active lifestyle at a great rate.

Don't miss out! Visit the [website](#) now to register and find out how you can get active with these promotional offers.

Be sure to share the news with your colleagues so they can join in on the excitement too!

#SpringintoActionGeelong

\*Select any image from our [Spring into Action gallery](#) to go with this content

# Post 3 - Launch day!

## Share on Sunday 1 October



### Content:

**Spring into Action starts today!**

Today marks the beginning towards a more active lifestyle for Geelong workers!

Throughout the month of October, local physical activity providers are offering a range of activities to get Geelong workers moving!

There is still time to register if you would like to Spring into Action. Visit the [website](#) to find out more and access great promotional offers.

Be sure to share the excitement, spread the word, and let's create a city-wide movement that ignites the spirit of Geelong workers!

#SpringintoActionGeelong

\*Select any image from our [Spring into Action gallery](#) to go with this content

# Post 4 - Highlighting Mental Health Month

## Share during the month of October



### Content:

#### **Spring into Action** for your mental health!

October is Mental Health month and we're encouraging Geelong workers to move their bodies and boost their mood with a range of local physical activity options at a great rate.

Research shows that regular physical activity has incredible mental health benefits, being active can help support better mood, concentration, release stress and lower anxiety.

You've still got time to register for Spring into Action and move your body for better mental health. Register [here](#).

#SpringintoActionGeelong

\*Select any image from our [Spring into Action gallery](#) to go with this content.



# Suggested images



To save you time finding the perfect image to share with the **Spring into Action** promotional content, you can download any of our suggested images [HERE](#).





# Poster for workplaces



**Spring into Action**   
Barwon Health

Geelong workers, it's time to move more this October!

Get ready for a month filled with inspiring activities that'll keep you energised, motivated, and ready to **Spring into Action!**

This is your chance to explore a range of local physical activity providers at a great rate.

**Don't miss out on these offers for the month of October only!**

#SpringintoActionGeelong  
For more information contact [workplacehealth@barwonhealth.org.au](mailto:workplacehealth@barwonhealth.org.au)

Scan here to register for Spring into Action and access the discount codes

This initiative is being developed by Barwon Health in collaboration with the City of Greater Geelong, The Gordon, Active Geelong and Department of Justice and Community Safety and local workplaces.

Click [HERE](#) to download and print a promotional poster to share the **Spring into Action** initiative within your workplace.