# A close up of a logo Description generated with very high confidence

# **Tuesday 7th May – Monday 20th May 2019**

## **Campaign messages to be scheduled (Facebook/Twitter/Instagram)**

Twitter: [@MovingIs\_2019](https://twitter.com/MovingIs_2019)

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| Barrier | Message | Date | Time | Graphic title (from zip file) |
| Pre-campaign launch | Remember #MovingCan, which listed 31 benefits of physical activity? Next week we start #MovingIs, looking at the barriers to moving more. What are your barriers? Tag your friends with the best excuse below or let us know how you overcome them! <https://www.frimleyhealthandcare.org.uk/movingis> | Tuesday 7th May | 8am | #MovingIs video |
| Time | #MovingIs easy to fit into our busy lives. Standing up more, taking the stairs & walking a bit more throughout the day helps. Why not try the One You Active 10 app, which will help get just 10 minutes of brisk walking into your everyday routine? <https://www.nhs.uk/oneyou/active10/home> | Monday 13th May | 8am | Time video |
| Cost | #MovingIs free! For no cost, you can walk your 10,000 steps per day in your local park or take part in free fitness routines online. How do you move more on a budget?  <https://www.nhs.uk/live-well/exercise/free-fitness-ideas/> | Tuesday 14th May | 8am | Cost video |
| Not enjoyable | #MovingIs about finding an activity you enjoy! It doesn’t have to be the gym or a sports club. There are many ways to move more and have fun whilst doing it. Making it social is a great way to do this. Find group activities near you <https://getberkshireactive.org/directory> | Wednesday 15th May | 8am | Enjoyable video |
| Tired | #MovingIs energising! Our brains get tired before our bodies do. By getting more active, you’re likely to have more energy. Try fitting activity in first thing or reset the brain with a brisk walk at lunchtime. When you’re too tired, what pushes you to get up & go? | Thursday 16th May | 8am | Tired video |
| Don’t know what to do – lack of confidence | #MovingIs simple! You don’t need to understand how to use fancy gym equipment or be the next David Beckham. Walking, gardening, taking the stairs all count. This simple guide can get you started <https://getberkshireactive.org/get-more-active-guide> What was your first step towards getting more active? | Friday 17th May | 8am | Simple video |
| Family responsibilities | #MovingIs for all the family! If you’re struggling to fit physical activity around the kids, why not get active with them? Find family friendly activities at  <https://www.nhs.uk/change4life/activities/sports-and-activities> | Saturday 18th May | 9am | Family video |
| Weather | #Movingis an all-weather activity. Whether it’s -5 degrees or 30 degrees, there are activities available to help you get fit come rain or shine! How do you adapt the type of physical activity you do in the unpredictable British weather? We want to hear your tips! | Sunday 19th May | 9am | Weather video |
| Final summary post | We all experience barriers to being more active. Sometimes we don't have the time, energy or willpower. Making it social or building it into the tasks we already do every day means it doesn't need to be a burden on us. #MovingIs simply just moving more! <https://www.frimleyhealthandcare.org.uk/movingis> | Monday 20th May | 8am | #MovingIs video |