**Men’s health**

**Social media content calendar**

***Note: Markets to localise based on in-country medical guidelines and product offering***

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|  | **Proposed copy** |
| 1 | Our Vitality experts agree: cardiovascular disease is the most pressing global health challenge for men. A rising concern for healthcare professionals to also keep an eye on? Men’s mental health. Our Vitality panel discusses global perspectives and priorities. **LINK TO ARTICLE: MEN’S HEALTH: GLOBAL PERSPECTIVES AND PRIORITIES**  #LiveLifeWithVitality |
| 2 | Many men don’t prioritise mental health so this month, we invite you to change that. Start by:  💤Getting enough sleep  🍇Eating nutritional foods  🧠Practising mindfulness, like meditation  ⚽Exercising in ways that work for you  You do the work, we’ll do the rewards.  #LiveLifeWithVitality  --  *Reference gif: Move for* ***MEN****tal health* |
| 3 | Is it packaged? Is it processed? Then it’s likely full of sugar, salt, artificial additives and calories.  Learn to read a Nutrition Label and limit the fake stuff. Use this as a quick guide.  #LiveLifeWithVitality  --  *Reference image: How to read a Nutrition Label* |
| 4 | With reports showing that nearly 1 in 10 men experience some form of depression or anxiety, MENtal health matters.  Here are our top 5 recommendations to build into your life for better mental health:   1. Prioritise social connections 2. Practice mindfulness 3. Exercise often 4. Eat healthily 5. Try talk therapy   Read more here. **LINK TO ARTICLE: MENtal HEALTH MATTERS**  #LiveLifeWithVitality |
| 5 | MEN’S HEALTH TIP:  Heart disease is the top cause of death for men. Getting active is one of the best ways to prevent this and keep your heart strong. **LINK TO ARTICLE: DEAR MEN: LISTEN TO YOUR HEART**  #LiveLifeWithVitality |
| 6 | Men: time to lose that belly fat. A waist circumference over 40 inches puts you at risk of many diseases.  The best ways to shed excess belly fat?  ✂️calories  ☝️exercise  #LiveLifeWithVitality |
| 7 | 🚩 What are some signs of prostate cancer? 🚩   * Needing to urinate often * Difficulty starting urination * Weak or interrupted flow of urine * Painful or burning urination * Difficulty having an erection * Blood in urine or semen   If you have any of these symptoms, don’t ignore them. Book an appointment with your healthcare professional.  #LiveLifeWithVitality |
| 8 | Prostate cancer is one of the most common cancers for males. But, thanks to improvements in diagnosis, survival rates have tripled in the last 40 years.  What does a prostate test involve, you ask?  There are a number of options your doctor will discuss with you:   1. A urine sample to check for infection. 2. A blood sample to test your level of prostate-specific antigen (PSA). 3. A prostate exam to physically check your rectum, pelvis and belly.   Learn more here: **LINK TO ARTICLE: MEN: PROTECT THAT PROSTATE**  #LiveLifeWithVitality  --  *Reference image: What does a prostate test involve?* |
| 9 | You might know Vitality UK Ambassador, Jonny Wilkinson, as one of the best rugby players of all time. Since retiring, Jonny focuses his time on raising awareness about mental health.  Here’s how he manages his: [**Jonny Wilkinson talks joy and his mental health journey**](https://magazine.vitality.co.uk/jonny-wilkinson-on-finding-joy-his-mental-health-journey/)  #LiveLifeWithVitality |
| 10 | Is cycling the new golf? For many men, this answer is yes. If you’re keen to give cycling a go, try these top tips:   1. Choose your bike (mountain, road, gravel or e-bike) 2. Get some gear (helmet, bike tools, water cage) 3. Start slow (don’t push too hard at first) 4. Join a club (make it social)   And remember to track your activity with a fitness device to earn Vitality points!  #LiveLifeWithVitality  --  *Reference image: Keen to give cycling a go? Try these top tips.* |
| 11 | + Excess weight  + High blood pressure  + High blood cholesterol  = Risk factors for cardiovascular disease. Especially for men.  Take control of your health, one small Vitality step at a time.  #LiveLifeWithVitality |