**Physical activity**

**Social media posts**

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|  | **Proposed copy**  |
| 1 | We chatted to Vitality members from around the world and put together the top 3 excuses for avoiding exercise. If any sound familiar, follow our tips to re-programme your mind – and behaviour: **LINK TO ARTICLE: BEHAVIOURAL BARRIERS TO EXERCISE (AND HOW TO BEAT THEM!)** #LiveLifeWithVitality\_\_*Reference gif: Physical activity excuses*  |
| 2 | Let’s play fitness bingo! Pick a week, pick a challenge. See if you can cross off all of our bingo activities to help you get more active this month.#LiveLifeWithVitality\_\_*Reference static image: Physical activity bingo*  |
| 3 | What’s your fitness personality?👟 You’re self-motivated? Join a gym🎵You're fun spirited? Try a dance class👭 You’re social? Buddy up for workouts🏃‍♂️ You’re competitive? Enter a race event#LiveLifeWithVitality\_\_*Reference gif: Got moves?*  |
| 4 | DID YOU KNOW that exercise puts you in a better mood? This is because when you get active your body releases hormones which help to regulate your emotions and boost your energy levels. #LiveLifeWithVitality |
| 5 | 🎯 It’s time to focus on those New Year Resolutions – with all the Vitality tools to help get you there. Looking for some fit-spiration? Pick from one of these new top trends: **LINK TO ARTICLE: 2023 FITNESS TRENDS** #LiveLifeWithVitality |
| 6 | DID YOU KNOW that exercise can be a form of ‘medicine’ for a healthier, longer life? BIG benefits include:* Protects your bones
* Strengthens muscles
* Helps you sleep better
* Reduces risk of disease like stroke and cancer

#LiveLifeWithVitality |
| 7 | 1 in 4 people globally aren’t getting enough exercise. Think that might include you? Dedicate **\*at least\*** 20-30 minutes every day to getting active. Your mind and body will thank you!#LiveLifeWithVitality |
| 9 | Mari Leach is one of our expert Vitality biokineticists who knows how important exercise is for good health. Her advice? “Walking is one of the most underrated forms of exercise – just placing one foot in front of the other leads to some impressive mental and physical benefits.” **LINK TO ARTICLE: WALK YOUR WAY TO BETTER HEALTH**#LiveLifeWithVitality |
| 10 | Would you run an hour for an extra 7 hours of life? Even a jog will do the job. Just 30 minutes a day could help get you there … and it all starts with walking: **LINK TO ARTICLE: WALK YOUR WAY TO BETTER HEALTH** #LiveLifeWithVitality |
| 11 | Your new favourite post-workout smoothie – sorted. Enjoy this healthy, tasty treat to re-fuel after your next walk/run/swim/cycle/gym trip: **LINK TO: SMOOTHIE RECIPE**#LiveLifeWithVitality\_\_*Reference image: Refuel smoothie*  |
| 12 | Small steps = strong shield! Are YOU getting in your daily steps? Here are four easy ways to get stepping and achieve your weekly Vitality Active Rewards goals. 1. Set a goal of how many steps you’d like to take
2. Link your device or health app to Vitality
3. Get stepping
4. Increase your goal by 500 steps daily

#LiveLifeWithVitality |
| 13 | Are you an early bird? Exercising in the mornings helps to boost brainpower and can enhance your productivity throughout the day. Set your alarm: it's worth waking up earlier to start your day right!#LiveLifeWithVitality |
| 14 | Need some movement motivation? Download our Vitality playlist to enjoy a high-intensity music mix to keep you company during your next workout 🎶#LiveLifeWithVitality#SmallStepsStrongShield\_\_*Reference playlists for markets to create their own:*[*https://open.spotify.com/playlist/5ZFFB2q3QPZeMcsvYFnTuE?si=TmludFhMT6u0i\_x-YeYYGg&nd=1*](https://open.spotify.com/playlist/5ZFFB2q3QPZeMcsvYFnTuE?si=TmludFhMT6u0i_x-YeYYGg&nd=1) |