



**December 2021**

### Find Your Active Communications Toolkit

With key monthly focuses planned throughout the year, we will be providing updated copy regularly to keep content fresh. December's focus is all about the sociable side of being active and our annual Essex Activity Awards on Wednesday 1<sup>st</sup> December. Our newly branded awards ceremony returns this year, to celebrate the outstanding achievements of Essex, Southend and Thurrock individuals, organisations and groups, and those who have inspired and supported the county to find their active.

To coincide with the Find Your Active campaign, two categories will be dedicated to individuals who have recently begun their active journey or supported residents to find the activity that's right for them. Although the finalists have already been decided, it would be great to flood your newsletters and social media with more stories of inspiring and motivating individuals.

With Christmas around the corner, it's a time to catch up with family and friends, and physical activity has the ability to bring people together. Exploring a Christmas market, walking around the neighbourhood to see the lights, or perhaps a Christmas Day dip in the sea, there are many ways to keep active during the festive period.

Please find below newsletter/ website copy and pre-written social media posts for you to share across your platforms, during December. Also find a sneak peek of what's to come in January!

For more information on the Find Your Active campaign, head to our website where there are plenty of pages to explore. Feel free to capture your own copy from these pages as well.

[www.activeessex.org/find-your-active](http://www.activeessex.org/find-your-active)

#### **Key messages**

- The importance of staying active to ensure you're fighting fit for the winter
- Celebrating achievements, no matter how big or small to show the real impact physical activity and sport can make on the lives of residents across the county
- Despite the cold weather, it's still important to get outside when we can if safe to do so
- Physical activity has the ability to bring people together

## Sample website / newsletter copy

Why not find your active this month with a friend or family member? December is a very social month in the calendar with many festivities taking place, so why not take this opportunity to catch up whilst participating in a little physical activity!

Exploring a Christmas market, walking around the neighbourhood to see the lights, or perhaps a chilly dip in the sea, are all fun and exhilarating ways to keep active during the festive period. Or if you'd prefer to stay inside, why not have a laugh and schedule a group Zoom session and take part in one of the Find Your Active online workouts.

For more great ideas on how to safely get active together, whether that be outside or inside, visit [www.activeessex.org/find-your-active](http://www.activeessex.org/find-your-active)

December is also a great time to reflect back on the year and celebrate those who have broken down barriers, inspired others or achieved incredible things through physical activity, and the Essex Activity Awards aims to do just that. The awards highlight that everyone can be active, and the event celebrates achievements, no matter how big or small to show the real impact physical activity and sport can make on the lives of our residents across the county.

To catch the Essex Activity Awards ceremony, visit the Active Essex YouTube channel: <https://www.youtube.com/channel/UC6884snA6rAX34ohUayf7gA>

## Social media posts

*Facebook, Twitter, Instagram and LinkedIn*

*Hashtag: #FindYourActive*

*Tag: @activeessex on Twitter, Facebook and Linked in, @active\_essex on Instagram.*

*Direct to [www.activeessex.org/find-your-active](http://www.activeessex.org/find-your-active) using the bit.ly tracking link:*

*[https://bit.ly/Find\\_Your\\_Active](https://bit.ly/Find_Your_Active)*

- It's important to keep looking after yourself this winter and @ActiveEssex have just relaunched their #FindYourActive YouTube channel, full of fun and exciting activities for you to try at home! Check out the weekly timetable here: <https://bit.ly/3vPT90M>
- With the festive season upon us, have a social catch up whilst participating in a little physical activity. Head out for a walk with grandparents, the pool with friends or have a boogie in the kitchen to some Christmas tunes. For other ideas, [https://bit.ly/Find\\_Your\\_Active](https://bit.ly/Find_Your_Active)
- The @ActiveEssex #EssexActivityAwards21 have crowned their winners but it's not too late to recognise those in your community who have gone above and beyond. A well done and a thank you goes a long way, so show your appreciation this Christmas!

**For all social media assets and marketing collateral, please visit our Google Drive [here](#) where you will find a number of different graphics to use throughout December.**

**Next month's focus** – Throughout January, the Find Your Active team will be highlighting the many ways residents can get active if they are strapped for time. This will closely go alongside a new programme that will launch in the new year, so stay tuned!

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