



November 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. November's focus is all about the relaunch of our YouTube workout channel, newly branded as Find Your Active. The channel already holds over 200 sessions for Essex residents to enjoy from the comfort of their own home and each week, 4 new videos will go live to keep everyone engaged throughout the colder winter months. Video's will be colour-coded to ensure users can find the activity that's right for them and their ability.

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

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

Key messages

- The importance of staying active to ensure you're fighting fit for the winter
- The best bit about free online workouts, is that you can give something new a go from the comfort of your own home
- Despite the cold weather, it's still important to get outside when we can if safe to do so

Sample website / newsletter copy

November see's the relaunch of Active Essex's newly-branded 'Find Your Active' YouTube channel, where people can enjoy a variety of workouts from the comfort of their own home. Whether it's Tai-Chi for Health, Body Combat or a family workout, it's just about finding the activity that's right for you. Keep an eye out for brand new videos every week on their website and social media, plus it's all free!

Sometimes it's a little daunting to attend a new class, especially if you're new to the activity. The Find Your Active channel is a perfect way to remove this barrier, where you can enjoy plenty of new activities with no judgement and fear of getting it wrong. It's just about giving it a go!

However as winter approaches, we all know that the colder weather can often lead us to get cosy on the sofa, but getting outside in the fresh air, even if just in the garden, works wonders for our mental wellbeing. Not only does it improve your mood and self-esteem, but also reduces stress and anxiety, and is a great opportunity to meet up with friends and family.

Discover ways to Find Your Active, whether that be at home using the YouTube channel or at your local park with friends. Visit www.activeessex.org/find-your-active

Social media posts

Facebook, Twitter, Instagram and LinkedIn

Hashtag: #findyouractive

Tag: @activeessex on Twitter, Facebook and LinkedIn, @active_essex on Instagram.

Direct to www.activeessex.org/find-your-active using the bit.ly tracking link:

https://bit.ly/Find_Your_Active

- It's back and it's bigger than ever! The #FindYourActive YouTube channel is here to keep you entertained throughout winter, whether that be by busting some moves, simple stretching or tuning into your inner being. Check out the weekly timetable here: <https://bit.ly/3vPT90M>
- 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 or in the garden! Check out the weekly timetable here: <https://bit.ly/3vPT90M>
- Ever fancied Tai Chi or wanted to give swing dance a go? Now you can for free with @ActiveEssex's #FindYourActive YouTube channel! With over 200 sessions and 4 new videos released every week, there is something for everyone! See this week's timetable here: <https://bit.ly/3vPT90M>
- We know all too well that getting active outdoors in the winter can be difficult, however seeing nature change or heading out on a crisp morning for a walk, works wonders for our body and mind. Find ideas here: <https://www.activeessex.org/find-your-active/ways-to-keep-active/keep-active-outdoors/>

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 November.

Next month's focus – December will celebrate the many achievements of Essex residents, clubs and organisations as well as focusing on the sociable side of being active.

For any queries please contact:

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