



## Living Well Month Social Media Guide

Adapted by Lorrie Coop and the Public Affairs Advocacy Committee

March is Living Well Month. Let us support NEAFCS by promoting “Living Well Month” during March. Below are ideas to help you promote the campaign.

When planning your promotion, use the NEAFCS Living Well logo (see above, copy, and paste).

- Educate your audience.
  - Share the Living Well Month Calendar, editable in either Adobe or Canva, template sharing your “golden nuggets” (you will need a Canva account to make your edits).
  - Share the NEAFCS Living Well Month Videos (located on [YouTube](#)) on your social media platforms.
  - Share weekly images from the Living Well Month Calendar to promote your specific item in a week.
- Identify one to three target audiences (i.e. stakeholders, extension colleagues, collaborators, early childcare agencies, etc....).
- Use hashtags, i.e., #NEAFCSLivingWell, #LivingWell, or #NEAFCS.
- Retag and share your NEAFCS Living Well Month posts and NEAFCS posts.
- Organize and schedule your posts. See below for a guide on how to do this.
- Promote one message with different forms of content (i.e. promotion message-use. buzzwords/hashtags, advertisement style-create an announcement (i.e. Flash News)).
- Cross-promote on other approved channels (other approved platforms).

### Suggested Social Media Posts to be shared with the Logo, Calendar, or Videos:

#### Logo

- The National Extension Association of Family and Consumer Sciences proudly celebrates Living Well Month every year in March to promote healthy living and the great work FCS professionals do to educate individuals, families, and communities across the country. #NEAFCS #LivingWell **(insert link to local website/program)**

#### Calendar

- March is Living Well Month! Use this 31 Days of Healthy Living calendar to help you live better today. #NEAFCS #LivingWell

#### Videos

- Physically, mentally, socially, and emotionally strong families provide strength for future generations. March is Extension Living Well Month! #NEAFCS #LivingWell Learn more from Extension! **(insert video link)**
- Extension initiatives in nutrition, healthy lifestyles, food safety, financial management, parenting, and environmental health enable citizens to gain knowledge and skills to lead full and productive lives. March is Extension Living Well month! #NEAFCS #LivingWell **(insert video link)**

- Video Descriptions: Living Well involves all eight areas of wellness: physical, emotional, spiritual, financial, environmental, occupational, social, and intellectual. You can think of these eight areas as a wellness wheel.
  - **Physical Wellness:** Physical wellness is the ability to properly care for the body to attain and maintain optimal health and functionality through proper nutrition, physical activity, and healthcare. This brief video touches on specifics of physical wellness, including sleep, alcohol, tobacco and other drugs, medication safety, preventive medicine, nutrition, and physical activity.
  - **Emotional Wellness:** Emotional wellness is the ability to express feelings, adjust to emotional challenges, cope with life's stressors, and enjoy life. It includes knowing our strengths as well as what we want to get better at, and living and working on our own but letting others help us from time to time.
  - **Environmental Wellness:** Environmental wellness means accessing clean air, food, and water. Preserving the areas where we live, learn, and work. Occupying pleasant, stimulating environments to support our well-being. Promoting learning, contemplation, relaxation, and natural places and spaces. So the essentials like access to clean air and water, access to good and healthy food, all these things contribute to a good healthy mind and body.
  - **Financial Wellness:** Financial wellness contains your work or occupation that provides a means to live, debt reduction on how to avoid unnecessary debt, savings: emergency, retirement, investment, financial literacy, and resources for understanding finances.
  - **Intellectual Wellness:** Intellectual wellness is the ability to open our minds to new ideas and experiences that can be applied to personal decisions, group interaction, and community betterment. The desire to learn new concepts, improve skills, and seek challenges in pursuit of lifelong learning. Intellectual wellness is stimulation and growth, critical thinking, and the ability to take care of ourselves.
  - **Occupational Wellness:** Occupational wellness is the ability to achieve a balance between work and leisure that promotes health and personal satisfaction and is financially rewarding. A person who's doing exactly what they want to do in life and is comfortable and content with their work and leisure plans is in a healthy state of occupational wellness.
  - **Social Wellness:** Social wellness involves having healthy relationships with friends, family, and the community, and having an interest in and concern for the needs of others and humankind. It is important to have some type of contact with a supportive person in your life each day. This may be a partner, a family member, a co-worker, or a friend. No matter who it is, make sure that person supports you with encouraging and kind interactions.
  - **Spiritual Wellness:** Spiritual wellness is unique for everyone. It's the deepest part of us that gives meaning to our lives by expanding our sense of purpose and meaning in life. Spiritually well people are okay with spending time alone and taking time to retreat.

### **General Guide on How to Schedule Posts on Facebook and Instagram with Meta Business Suite**

#### **1. Access Meta Business Suite:**

- Visit the Meta Business Suite website (<https://business.facebook.com>).
- Log in with your Facebook account credentials associated with your business page.

#### **2. Connect Your Instagram Account (if it isn't already):**

- Ensure that your Instagram account is linked to your Facebook business page.
- Navigate to the Business Suite dashboard and select the Instagram account you want to schedule posts for.

### 3. Navigate to the 'Create Post' Section:

- On the Business Suite dashboard, find the "Create Post" button. It's usually prominently displayed.

### 4. Choose the Type of Post:

- Select the type of post you want to schedule (photo, video, carousel, etc.).

### 5. Create Your Post:

- Add the content, caption, and any relevant media files.

### 6. Select 'Schedule Post':

- Instead of clicking 'Publish,' click the dropdown arrow next to it and choose 'Schedule Post.'

### 7. Set Date and Time:

- Choose the date and time when you want your post to go live.

### 8. Review and Confirm:

- Double-check your post details, including date and time.
- Click 'Schedule' to confirm.

### 9. View Scheduled Posts:

- To view or manage your scheduled posts, navigate to the 'Scheduled Posts' section in the Meta Business Suite dashboard.

### 10. Edit or Reschedule Posts:

- If needed, you can edit or reschedule your posts from the 'Scheduled Posts' section.

### Additional Tips:

- **Insights and Analytics:** Utilize the analytics tools in Meta Business Suite to understand the performance of your posts.
- **Content Calendar:** Plan your content ahead of time and use the scheduling feature to maintain a consistent posting schedule.

### Important Notes:

- Ensure that your Facebook and Instagram accounts are properly connected.
- Keep an eye on any notifications or updates from Meta Business Suite, as features and interfaces may evolve.

Remember that the steps might vary slightly based on updates or changes made by Meta (formerly Facebook). Always refer to the latest Meta Business Suite documentation for the most accurate information.

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