



Social Media Toolkit

For any questions on use please contact

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The purpose of this social media campaign is to the publics awareness of opportunities to get out and exercise in the community. Organizations are encouraged to use and share the campaign.

Simply copy and paste the promotional text and images provided for each month to your organization's social media accounts at some time during that month. Included is an entire year of walking posts.

JUNE

Promotional text:

June is National Safety Month! It is important when you are out walking to practice safety tips. There are so many amazing places to take a stroll in [St. Mary's County](#). Pick a park, visit a historic site or attend a community event; get out and explore!

Image file: Walking Tips



Text links: www.visitstmarysmd.com/see-do

JULY

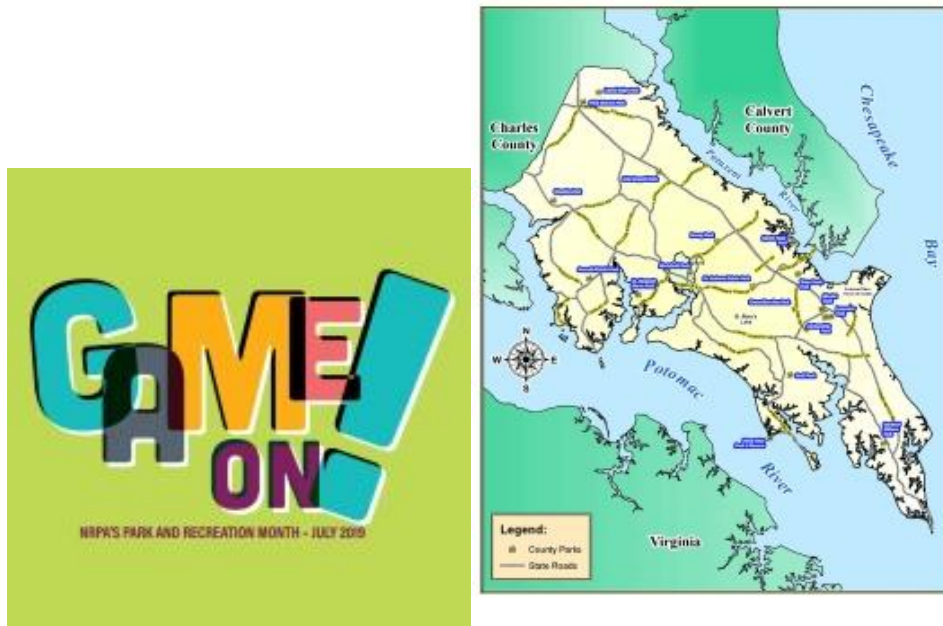
Promotional text:

It is National Recreation and Parks Month! Living close to parks and other recreation facilities is consistently related to higher physical activity levels for both adults and youth. The Centers for Disease Control found that increased access to places for physical activity led to a 25.6 percent increase in people exercising 3 or more times per week. #Gameon

St. Mary's County Recreation and Parks offers over 21 parks, including 3 waterfront parks and 14 public landings throughout the community. Visit us online to learn about what each park offers!

www.stmarysmc.com/recreate/facilities

Image file: Game on and Parks Map



Text links: www.stmarysmc.com/recreate/facilities

AUGUST

Promotional text:

St. Mary's County provides has numerous fun walks/runs throughout the year! Some of the annual runs are:

Run and Fun Walk for Hospice Location: Leonardtown

Lower Potomac Marathon Location: Piney Point

BAY-CSS Walk, Run and Roll Location: Hollywood

Thanksgiving 5K, Prediction 5k & Fun Walk Location: St. Mary's City

Harvest 5K Location: Lexington Park

St. Mary's 10 miler and 5k Location: St Mary's City\

Looking for Trouble 5K Location: Charlotte Hall

SMAWL Rescue Fun Run and Trail Walk Location: St. Mary's City

Active is a great website to help you locate and register for events all over the area. www.active.com

Image file: Walk St. Mary's logo



Text links: www.active.com

SEPTEMBER

Promotional text:

September is National Childhood Obesity Awareness Month. The Center for disease control reports in the United States, the percentage of children and adolescents affected by obesity has more than tripled since the 1970s.

www.cdc.gov/healthyschools/obesity/facts.htm

Lets get St. Mary's County Youth out and walking! The Healthy Eating Active Living Team has developed Community Walking Maps. [Click here](http://healthystmarys.com/walking-maps) to see if your community has been mapped out. <http://healthystmarys.com/walking-maps>

Image file: Kids poster



Text links:

<http://healthystmarys.com/walking-maps/>

<https://www.cdc.gov/healthyschools/obesity/facts.htm>

OCTOBER

Promotional text:

Its Healthy Lung Month! “According to the [National Heart Lung and Blood Institute](#), regular, brisk 30-minute walks increase lung capacity. This also strengthens the lungs. With increased lung capacity, you will breathe easier, and your lungs will stay healthier longer. *It’s time for **A Breath of Fresh Air: Walking Outdoors for Your Lung Health**. Let’s take a stroll outdoors.*”

A great place to take a walk in St. Mary’s County is the [Three Notch Trail](#). Development of the County’s railroad right-of-way into a hiking and biking trail provides numerous recreational, tourism and transportation opportunities.

Image file: Three Notch Trail



Text links:

<https://lunginstitute.com/blog/breath-fresh-air-walking-outdoors-lung-health>

www.stmarysmd.com/recreate/Threenotchtrail

NOVEMBER

Promotional text:

Its national diabetes month and did you know that the American Diabetes Association says walking is a great way to start your fitness routine? <http://www.diabetes.org/food-and-fitness/fitness/types-of-activity/walking-a-great-place-to-start.html> They even have [Step Out Walk](#) events all over the county.

The Annual Thanksgiving 5K & Prediction Run 5K is held in St. Mary's City this month. Check them out on facebook www.facebook.com/Thanksgiving5K/

Image file: Step Out and Walk logo



Text links:

https://donations.diabetes.org/site/SPageServer/?s_subsrc=fitness-walking&pagename=OUT_homepage&s_src=dorg&loc=dorg_fitness-walking

DECEMBER

Promotional text:

It is cold outside, the days are shorter but we need to keep our bodies moving all year long! During the winter months we need to be more creative in finding fitness solutions. Layer up and get outside, drive to a nearby shopping center or mall and walk indoors or even take up a winter sport! Check out these 50 ideas to keep the kids busy indoors!

<https://thinkgreenparentin.wixsite.com/home/single-post/2015/12/15/50-indoor-physical-activities-for-kids>

Image file: 50 Indoor Activities



Text links:

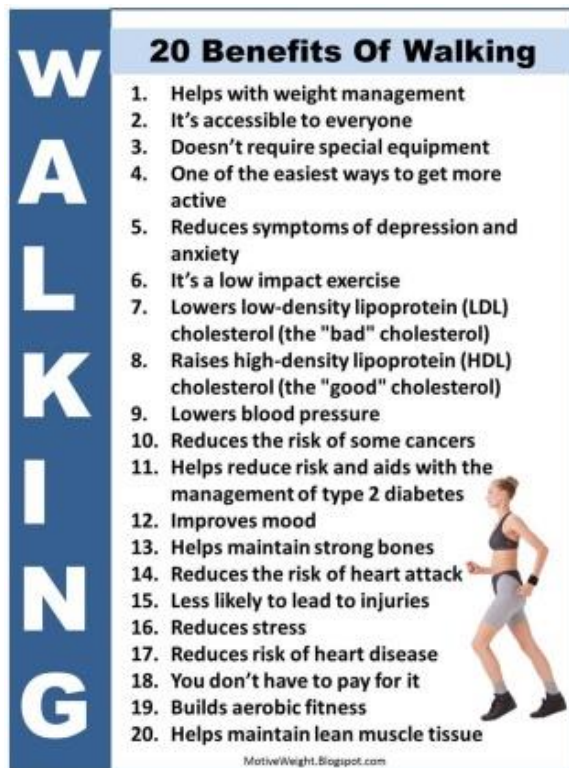
<https://thinkgreenparentin.wixsite.com/home/single-post/2015/12/15/50-indoor-physical-activities-for-kids>

JANUARY

Promotional text:

It is a New Year! Make a resolution you can keep! Get out and Walk St. Mary's County! It is time to reap all the benefits from a no cost, low impact exercise.

Image file: The Benefits of Walking



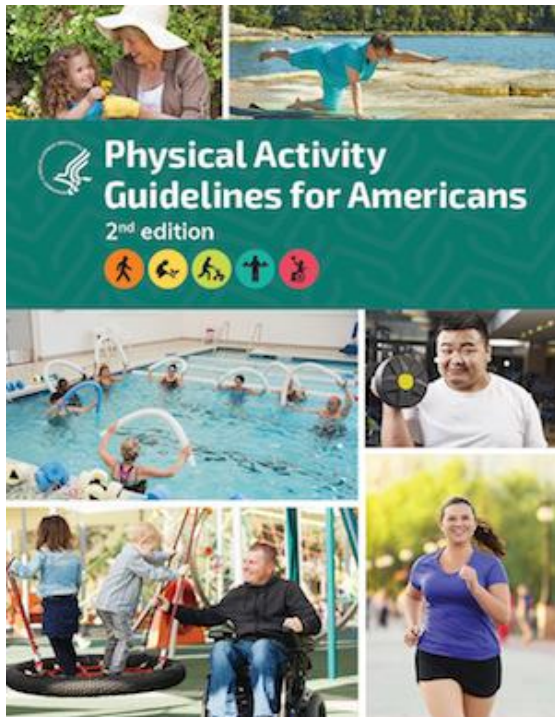
Text links:

FEBURARY

Promotional text:

February celebrates American Heart Month, according to the Center for Disease Control being physically inactive can contribute to the risk factors that cause heart disease. They suggest to get moving for at least 150 minutes a week. Check out the Physical Activity Guidelines to find out how much activity is right for you! www.cdc.gov/physicalactivity/basics/index.htm

Image file: Physical Activity Guidelines



Text links:

www.cdc.gov/physicalactivity/basics/index.htm

MARCH

Promotional text:

March into Health! Families can spend quality time together getting fit and active. Every summer the Health Eating Active Living team sponsors the More to Explore program, a fun competition families can do together, earn prizes and see all the wonderful Parks and facilities throughout the County.

<http://healthystmarys.com/more-to-explore/> Start planning your summer adventures now!

Some other fun ways to get active as a family:

1. Walk the dog
2. Get out in the yard and work in the garden
3. Walk or run for charity
4. Have a weekly sports night
5. Turn TV commercials in to fitness breaks
6. Crank up the music and boogie down

Take a walk after dinner

Image file: More to Explore Flyer



Discover what is just outside your door or around the corner while walking your way to wellness!

Print your [More to Explore Quick Guide](#) online or pick up a copy at any St. Mary's County Public Library [QR](#) log onto [Beanstack](#) and start your online adventure.

Then, earn an Explore Compass or other prize by visiting 12 of the 26 sites on the passport and enter into drawings for larger prizes. Bring the passport back to the library or complete tasks online to submit for the prizes.

Passport Program runs from June to August **MANY CHANCES TO WIN!!!**



Text links: <http://healthystmarys.com/more-to-explore>

APRIL

Promotional text:

Walk SMC wants you to get out and walk!! The 25th Annual Walk for Hospice is April 18, 2020 and includes levels for all participants from a fun run/walk to a 10K

<http://runforhospice.org/>

Image file: Walk St. Mary's logo



Text links:

<http://runforhospice.org/>

MAY

Promotional text:

May is National High Blood Pressure Education month!

According to the [Mayo Clinic](#), your risk of high blood pressure (hypertension) increases with age, but getting some exercise can make a big difference. And if your blood pressure is already high, exercise can help you control it.”

Establishing a regular exercise program like a [walking workout](#) is an excellent way to reduce the risk.

Check out the [More to Explore Program](#) for fun places in St. Mary’s County to get out and start walking! The Competition starts in June!

Image file: Blood Pressure Chart

BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 – 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 – 139	or	80 – 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

Text links:

www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/high-blood-pressure/art-20045206

www.verywellhealth.com/walking-workouts-for-high-blood-pressure-4099134