

Healthy at Home Promotional Bundle

Overview

In addition to pushing out regular, ongoing promotions, it can be beneficial to run “mini” marketing campaigns throughout the year with cohesive messaging across multiple channels. These can help build relationships, position your organization as a valued source of helpful health information, and support development and retention of behavior change. A mini-campaign might reach a smaller segment of your audience or might not run as long or use as many channels as a broader campaign. However, it can be a useful strategy for keeping audiences engaged. The purpose of this promotional bundle is to provide sample content that you can use to run a mini-campaign using mostly social media with a theme of Healthy at Home.

When planning any kind of campaign, you'll need to:

- Establish your resources and goals
- Identify your target audience(s)
- Choose a theme
- Decide on channels and activities
- Execute the campaign
- Evaluate the campaign

For additional help with marketing and communications campaigns, review the [Campaign Planning Job Aid](#) available on the National Diabetes Prevention Program Customer Service Center.

In this promotional bundle, we've provided content for the Healthy at Home mini-campaign and done some of the campaign planning for you.

Healthy at Home Mini-Campaign Details:

- **Audience:** The intended audience for this mini-campaign is people who are already engaged with your organization (program participants, past participants, and people who have signed up for more information). This also includes people who follow your social media channels and/or are part of your email distribution list.
- **Theme:** The theme of this mini-campaign is how people are staying healthy while they're at home, such as when there's an advisory to stay indoors or when the weather is bad.
- **Channels:** The sample messaging included in this promotional bundle is written for social media platforms and eblasts. However, feel free to build off these for other channels.

How to Prep for Your Mini-Campaign

- **Really think about your audience.** Who follows you on social media? Who is on your eblast mailing list? Make sure the content you create will resonate with those audiences. For example, if your audience is made up of only your program participants who already know they have prediabetes, then you don't need to ask them to take the prediabetes risk test. However, if your audience is more general, a risk test message could work well. Be creative and flexible to keep your unique audience engaged! And be aware you may have multiple audiences with multiple needs.
- **Make an editorial calendar.** Think about how often and where you want to connect with your audience and put it down on a calendar. Think about the length of time you want the mini-campaign to run – whether it's two



weeks, a month or another timeframe that works best for you. Then think about the frequency of your promotions. Maybe you will post on social media every day, but only send an eblast once a week. While you don't need to provide content to your audience every day, a schedule will make it easier to plan ahead for what you will need and when. It will also help you engage with your audience more consistently. The more consistent you are with your communication, the more likely your followers will join in the conversation. You can also think about what channels you've been active on, and where and when your audience typically engages with your content the most.

- **Decide what to measure.** Develop goals for your mini-campaign and decide what metrics you want to track. You can record how many followers you have on your social media channels and the average number of engagements on your posts (comments, likes, shares, etc.). Do this before you start the mini-campaign, then check in regularly throughout. Similarly, check the open rate for your emails if you use a platform like Constant Contact or Mail Chimp for your email distributions. Write these numbers down and reevaluate them throughout the mini-campaign. At the conclusion of the mini-campaign, you should be able to tell which topics people liked best, what times of day are best for promotions, and which channels people prefer to engage with.

Sample Mini-Campaign Content

Now you are ready to start creating content for your eblasts and social media posts using the theme Healthy at Home! For this mini-campaign, we've provided ideas to overcome different challenges your audiences may be facing. Feel free to promote the challenge solutions that you think will resonate best with your target audience – don't feel like you have to use all of them.

Eblast Content

Eblast 1: Introducing the Mini-Campaign

Send the eblast below to your email distribution list on the first day of your Healthy at Home mini-campaign.

Subject: Show Us How You're Staying Healthy at Home!

When you're staying home, it can be easy to fall into unhealthy habits. If you have limited access to fresh vegetables and are cooking with pantry staples or if you're always within arm's reach of a comfortable couch and a favorite snack, it can be hard to stay on track. That's why today we are launching Healthy at Home – a way for all of us to stay connected and celebrate how we're staying healthy!

Join us for the next [length of mini-campaign – e.g., a week, a month] as we celebrate all the creative ways that we're staying healthy at home. [Each day, every week, etc.] we'll be posting fun challenges on our [Facebook and/or Twitter] pages that you can join in on. For example, we might ask you to show us a picture of a healthy meal you made recently or how you're staying active in your home. We're all in this together, so we are encouraging everyone to participate and help boost each other up! [Optional: Consider offering a small prize or recognition for people who participate. You can say something like, "Plus, one lucky participant will be randomly chosen to receive X on X date."]

To join in on the fun, keep an eye on our social media channels from [X date to X date].

- [Link to Facebook page, hyperlinked with name of organization. E.g., "Latino Community Health Center Facebook Page"]
- [Link to Twitter handle, hyperlinked with name of organization. E.g., "Latino Community Health Center Facebook Page"]

If you need support or want more ideas on how to make healthy choices, contact us at [insert program name and contact information]. [Note: If you are offering your lifestyle change program virtually or through distance learning during this time, consider adding something like the following: Through our virtual National Diabetes Prevention

Program (National DPP) lifestyle change program, you can connect with a coach online who can help you to eat healthier, exercise more, and reduce stress. Through the program, you'll also work with other program participants who can support you on your journey. You can sign up and learn more at...]

We can't wait to see how you're staying Healthy at Home!

Eblast 2: Highlighting Mini-Campaign Participation

Send the eblast below to your email distribution list midway through your Healthy at Home mini-campaign. In this email, share examples of people who have participated in the mini-campaign already on social media. We suggest direct messaging the person on social media first to ask if they are OK with being featured in an email.

Subject: How Friends of [Name of Organization] Are Staying Healthy at Home

We're all in this together – doing our best to stay Healthy at Home! We're about midway through our Healthy at Home mini-campaign, and we've loved seeing all the creative ways you're staying on track.

Here are a few examples from our community of how people are staying Healthy at Home:

[Share examples from social media (with permission)]

It's not too late to join in on the fun – just check out our social media pages to get involved:

- [Link to Facebook page, hyperlinked with name of organization. E.g., "Latino Community Health Center Facebook Page"]
- [Link to Twitter handle, hyperlinked with name of organization. E.g., "Latino Community Health Center Facebook Page"]

[Optional: Consider offering a small prize or recognition for people who participate. You can say something like, "Plus, one lucky participant will be randomly chosen to receive X on X date." or "We'll also be spotlighting a participant's post every X so you can inspire others!"]

If you need help staying on track, we are always here to assist! You can contact us at [insert program name and contact information].

Eblast 3: Wrapping up the Mini-Campaign

Send the eblast below to your email distribution list on the last day of your Healthy at Home mini-campaign. In this email, share examples of people who participated in the mini-campaign on social media. We suggest direct messaging the person on social media first to ask if they are OK with being featured in an email.

Subject: Stay Healthy at Home

Today wraps up our Healthy at Home mini-campaign – thank you to everyone who shared what they're doing or helped to celebrate others' activities. Let's take a look back at some of the ways you told us you were staying on track:

[Share examples from social media (with permission)]

[Optional: If you offered a small prize or recognition for participation, announce the winner and prize here. Thank them for participating.]

Keeping up with healthy habits from home can be challenging but having a strong community to support you can help! If you need support or want more ideas on how to make healthy choices, contact us at [insert program name and

contact information]. [Note: If you are offering your lifestyle change program virtually or through distance learning during this time, consider adding something like the following: Through our virtual National Diabetes Prevention Program (National DPP) lifestyle change program, you can connect with a coach online who can encourage you to eat healthier, exercise more, and reduce stress. Through the program, you'll also work with other program participants who can support you on your journey. You can sign up and learn more at...]

We hope to bring you more fun ways that you can celebrate one another soon. In the meantime, do your best to continue staying Healthy at Home!

Social Media Content

For your social media posts, include the hashtags #HealthyAtHome and #NationalDPP with all your posts to connect followers to the larger conversation. While we have included some ideas and conversation starters below, feel free to make your own and be sure to personalize them to fit your audience and your organization.

Also think about more ways you can use social media platforms other than just static posts—Live Events—showing different challenges could be a great way to engage your audience.

Make sure to keep the conversation going and show your appreciation for those participating in the mini-campaign by liking and replying to their comments.

Topic	Ideas	Conversation Starters
Everyday Health	Ask your followers to show a glimpse into a day in their life. If there's a routine they do every day, ask them to show it!	What's something you do every day to stay #HealthyAtHome? Maybe you take a multivitamin or write in a journal to boost your mood. And don't forget that taking your dog for a walk is good for you too! Post a picture and a short description below.
Motivation Monday	Ask your followers what motivates them and what helps them work through frustration and overcome challenges. Share a testimonial about motivation from one of your participants or from the CDC website . Use #MotivationMonday with your posts.	It's #MotivationMonday! There are lots of reasons to stay healthy and prevent or delay type 2 diabetes. What motivates you? Let us know in the comments. #HealthyAtHome #NationalDPP
Try Something Tuesday	Share a new activity or recipe for followers to try. Ask followers to share their recommendations with each other. Use #TrySomethingTuesday with your posts.	Have you ever tried meditation? It can relieve stress and give you some much needed rest and relaxation. Today is #TrySomethingTuesday, making it the perfect time to try out a short meditation practice. You can look for free videos online. If you try one or have one to recommend, tell us in the comments! #HealthyAtHome #NationalDPP
Wellness Wednesday	Share the prediabetes risk test (<i>optional depending on your audiences</i>).	Got a minute? That's all it takes to complete the prediabetes risk test. Today for #WellnessWednesday, find out if you might have prediabetes:

	<p>Share other health and wellness tips and ask followers to share recommendations with each other.</p> <p>Use #WellnessWednesday with your posts.</p>	<p>https://www.cdc.gov/diabetes/risktest/ #HealthyAtHome #NationalDPP</p> <p>We all know stress can make it difficult to stick to your healthy routines. What do you do to lower your stress? #HealthyAtHome #NationalDPP #WellnessWednesday</p>
Trivia Thursday	<p>Share questions about prediabetes and diabetes for the group to answer and discuss.</p> <p>Use #TriviaThursday with your posts.</p>	<p>It's #TriviaThursday! Can you name one risk factor for prediabetes?</p> <p>Fill in the blank: 1 in _ Americans have prediabetes. #HealthyAtHome #NationalDPP #TriviaThursday (Answer: 3)</p>
Food for Thought Friday	<p>Ask followers to share a favorite recipe or a tip for healthy eating.</p> <p>Share a simple recipe and challenge your followers to try it at home and share a picture when they're done.</p> <p>Use #FoodForThoughtFriday with your posts.</p>	<p>Parents! What healthy recipes do you count on to please picky eaters? #HealthyAtHome #NationalDPP #FoodForThoughtFriday #FriYAY</p>
Stay Active Saturday	<p>Ask followers to share how they are staying active or post a picture of their home fitness setup.</p> <p>Give your followers an exercise challenge, like how many jumping jacks they can do in 30 seconds.</p> <p>Use #StayActiveSaturday with your posts.</p>	<p>It's #StayActiveSaturday! Did you know that dancing counts as physical activity? And it's fun! What's your favorite song to dance to? #HealthyAtHome #NationalDPP</p>
Someone You Love Sunday	<p>Suggest that your followers reach out to a loved one today and thank them for their support.</p> <p>Ask followers how they stay in touch with loved ones.</p> <p>Challenge followers to write a thank you post on social media and tag a friend or family member who supports them.</p> <p>Use #SomeoneYouLoveSunday with your posts.</p>	<p>Sometimes things get so busy that we lose touch with our family and friends. Take a few minutes today for #SomeoneYouLoveSunday to reach out to someone you love. Call, text, DM, video chat – you can even write a letter and send it in the mail! Then leave a comment to let us know who you're reaching out to and why they are important in your life! #HealthyAtHome #NationalDPP</p>
In This Together	<p>Ask your followers to brag about someone who's doing a great job at staying Healthy at Home and tag them.</p> <p>Use #InThisTogether with your posts.</p>	<p>Have you seen someone else doing a great job at being #HealthyAtHome? Give them a shoutout! Leave a comment here tagging the person and telling them why you think they're a rock star. Remember, we're all #InThisTogether!</p>

Other Challenges and Social Media Ideas

- Monday: #MeowyMonday, #MusicMonday

- Tuesday: #TastyTuesday #TechTuesday
- Wednesday: #WonderfulWednesday, #WednesdayWisdom
- Thursday: #ThrowbackThursday, #TBT, #ThankfulThursday, #ThursdayThoughts
- Friday: #FearlessFriday, #FridayFact, #FriYay