



- ✓ **Join** the conversation on Twitter
- ✓ **Engage** with your followers and CHWM partners/sponsors
- ✓ **Tag** posts with **@CHWMonth**, **#CHWMonth** or **#HealthyWorkplaceMonth**

Social Media Guidelines

1. **Align content to goals**

Canada's Healthy Workplace Month[®] is a well-established resource for organizations to find ideas and solutions to support healthy and safe workplaces. Its mandate is to create awareness of the importance of workplace health, provide resources and encourage organizations to participate in the CHWM Showcase of organizational health and wellness activities.

The goal of this year's theme: *Healthy Workplace*[®] *Essentials- Educate, Engage, Empower, Evaluate* is provide practical resources on the foundational elements required to 'get started' on creating a Healthy Workplace, and/or to improve and enhance current wellness activities and outcomes.

2. **Share & Retweet**

Recognize organizations promoting and interacting with **#CHWMonth** , **#HealthyWorkplaceMonth** and **#workplacehealth** by sharing and retweeting (make sure it's 140 characters or less) their posts!

3. **Provide incentives for participation**

Incentives are a great way to boost participation, so by promoting CHWM Showcase (<http://bit.ly/1M2kFuK>) with social media support we can create more dialogue about healthy workplaces and organizations will be recognized on the website!

4. **Make the posts fun!**

Make **@CHWMonth** a go to place for help engaging workforces by leading the way with humor. Healthy workplaces are not boring workplaces!

Use the following suggested tweets to promote *Canada's Healthy Workplace Month*® throughout the month of October:

(Your company name) is a proud supporter of #CHWMonth #healthyworkplacemonth Join us (it's easy and FREE!) <http://bit.ly/1IVYy4w>

16th annual *Canada's Healthy Workplace Month*® kicks off in October! Join now <http://bit.ly/1OWbvDT> #CHWMonth

Showcase your healthy workplace activity (<http://bit.ly/1M2kFuK>) on #CHWMonth to support #healthyworkplacemonth #workplacehealth!

Top 10 steps to a healthy workplace! see #CHWMonth Canada's Healthy Workplace Month #workplacehealth

Your challenge? How to get started on #workplacehealth? Check out *Healthy Workplace Essentials* <http://bit.ly/2dgZwk9> #CHWMonth

#CHWMonth Start now! Educate your employees with *Healthy Workplace*® *Essentials* #healthyworkplacemonth <http://bit.ly/1ettvFi>

#CHWMonth Engage your employees in workplace health! #healthyworkplacemonth <http://bit.ly/1IVYy4w>

#CHWMonth Empower your employees! #healthyworkplacemonth <http://bit.ly/1QIXIEj>

#CHWMonth Evaluate your workplace wellness activities! #healthyworkplacemonth <http://bit.ly/1PZ3ACK>

Did you know: 66% of Canadians report high stress on their jobs <http://bit.ly/1OaABgl>
Build a healthier workplace #CHWMonth #HealthyWorkplaceMonth

Support #HealthyWorkplaceMonth #CHWMonth check out these wellness activities for your workplace <http://bit.ly/1JPwO3e>

These tweets can highlight what your company is doing to support *Canada's Healthy Workplace Month*®:

(YOUR COMPANY NAME) is a proud supporter of *Canada's Healthy Workplace Month*® #CHWMonth (include btl link to one of your activities, news letters, employee pictures)

Just one example of how (YOUR COMPANY NAME) is celebrating #CHWMonth (include photos or videos of employees celebrating workplace wellness)

Here is how (YOUR COMPANY NAME) is celebrating #CHWMonth (include photos, videos and examples to highlight how your workplace is celebrating CHWM)

Planning a great event!

Don't forget to connect with your local media to promote your event and your organizations commitment to healthy workplace. Share your success, photos, videos and highlights on **#CHWMonth!**