



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

Social Media Guidelines 2018

1. Align content to CHWM goals

Canada's Healthy Workplace Month[®] (CHWM) is a well-established resource for organizations to find ideas and solutions to support healthy and safe workplaces. It is presented by Great-West Life, and 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; and, to celebrate healthy workplaces throughout Canada!

2. Share & Retweet

Recognize organizations promoting and interacting with **#CHWMonth**, **#HealthyWorkplaceMonth** and **#workplacehealth** by sharing and retweeting their posts!

3. Make the posts fun!

Make **@CHWMonth** a go to place for engaging workforces and leading the way with fun posts of workplaces wellness activities. Healthy workplaces are not boring workplaces!

4. Leverage key healthy workplace activities to support CHWM! by using related hashtags in all social media, including:

- a. **#worldheartday** – Sept 29, 2018 – World Heart Day
- b. **#MINDSMATTER** - Civic Action's free resource for employers to take their first or next step towards a mentally healthy workplace
- c. **#MIAW18** – Oct 6 – 10, 2018 – Mental Illness Awareness Week
- d. **#worldmentalhealthday** – Oct 10, 2018 – World Mental Health Day

Suggested Tweets

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

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

18th 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!**

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 **#workplacehealth!** **#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>

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

The following sample tweets can be used to 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*[®] **#CWHMonth** (include btly link to one of your activities, newsletters, 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)