A pink text with rays of light

Description automatically generated**Social Media Planner: Adult Weight Management Campaign - 1 March 2025 and onwards**

Messages to promote two local events and campaign messages to encourage people to sign up for the free adult weight management offers offer of their choice,

**Please tag @MyLivingWell1**

**All campaign images are available to download from:** [**https://mylivingwell.co.uk/resources/toolkits/**](https://mylivingwell.co.uk/resources/toolkits/)

If you have any issues or enquiries, or need the graphics to be sent via WeTransfer please email: [**communications@mylivingwell.co.uk**](mailto:communications@mylivingwell.co.uk)

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| --- | --- | --- |
| **Platform** | **Event Messages** | **Images** |
| **X (Twitter)** | 👋 Come & say hi to @MyLivingWell1! 11 March 11.30-4pm @AiredaleSC Find out about the new Choose What Works for You campaign! Get 12wks FREE with 4 different groups to help you achieve weight loss goals! For adults with BMI of 25+ living in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Static Landscape Event Kly.jpg  A poster with text and images  AI-generated content may be incorrect. |
| **Facebook** | 👋 Come & say hi to the Living Well team! 11 March 11.30-4pm @AiredaleShoppingCentre They're excited to tell you about the new Choose What Works for You campaign! Get 12 weeks FREE with 4 different groups to help you achieve weight loss goals! For adults with a BMI of 25 or more, who live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Static Landscape Event Kly.jpg  A poster with text and images  AI-generated content may be incorrect. |
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| **Alt Text** | Looking for some help to lose weight? Come and see us! Tuesday 11 March Airedale Shopping Centre, Keighley 11.30am – 4pm Friendly groups. Male/female/mixed. Online and in person. Cultural global foods. Choose what works for you! 12 weeks completely free – new customers only. Slimming World logo. APNA logo. Brotherhood logo.www.mylivingwell.co.uk | |
| **X (Twitter)** | 👋 Come & say hi to @MyLivingWell1! 13 March 11.30-4pm @TheBroadwayBrad Find out about the new Choose What Works for You campaign! Get 12wks FREE with 4 different groups to help you achieve weight loss goals! 18yrs+/BMI 25+/live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Static Landscape Event Bfd.jpg  A poster with text and images  AI-generated content may be incorrect. |
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| **Alt Text** | Looking for some help to lose weight? Come and see us! Thursday 13 March Broadway Shopping Centre, Bradford 11.30am – 4pm. Friendly groups. Male/female/mixed. Online and in person. Cultural global foods. Choose what works for you! 12 weeks completely free – new customers only. Slimming World logo. APNA logo. Brotherhood logo.www.mylivingwell.co.uk | |
| Platform | Campaign Messages | Images |
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| **Alt Text:** | Looking for some help to lose weight? Choose what works for you! 12 weeks completely free – new customers only. Friendly groups. Male/female/mixed. Online and in person. Cultural Global Foods. Photo of three women smiling into the camera. Slimming World logo. APNA logo. Brotherhood logo. WW logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | Diets & healthy eating - It’s not just for girls!  Brotherhood: Sport & nutrition sessions designed with men in mind but all welcome  APNA: Nutrition, exercise & support for a range of cultural/global foods  18yrs+/BMI 25+/live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 3.mp4  AWM Static Landscape 3.jpg  A group of men talking  AI-generated content may be incorrect. |
| **Facebook** | 📢 Diets and healthy eating… It’s not just for girls!!  If you’re looking for help to lose weight, @MyLivingWell1 can help!  The Brotherhood is a group designed with men in mind, but all are welcome with sessions combining sport, exercise and nutrition in friendly groups.  APNA is a new group designed to provide nutrition and activity sessions with support for a wide range of cultural/global foods.  You need to be: 18yrs or over with a BMI of 25 or more and live in Bradford district.  Find out more: <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Animated Landscape 3.mp4  AWM Static Landscape 3.jpg  A group of men talking  AI-generated content may be incorrect. |
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| **ALT Text** | Men! Would you like some help to lose weight? New groups! Created with men in mind, but all are welcome! 12 weeks completely free – new customers only. Male/female/mixed groups. Cultural Global Foods. Photo of two men, one with back to the camera and one looking at him smiling after a workout holding a bottle of water. Photo of three men sitting on the floor chatting. APNA logo. Brotherhood logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | Ramadan Kareem!🌙  Need guidance on balanced suhoor & iftar meals? APNA provides nutrition, activity sessions & support for a wide range of cultural/global foods. Small groups male or female only or 1:1  18yrs+/BMI of 25+/live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 4.mp4  AWM Static Landscape 4.jpg  A poster of a group of people  AI-generated content may be incorrect. |
| **Facebook** | Ramadan Kareem! 🌙  Ramadhan is a great opportunity to reset eating habits and focus on nourishment. Looking for guidance on balanced suhoor and iftar meals? Join APNA a new group designed to offer support for a wide range of cultural/global foods. Small, friendly male only or female only groups and some 1:1 sessions too. Take this chance to make healthy and nourishing choices this Ramadan that can carry on throughout the year.  You need to be: 18yrs or over with a BMI of 25 or more and live in Bradford district.  Find out more: <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 4.mp4  AWM Static Landscape 4.jpg  A poster of a group of people  AI-generated content may be incorrect. |
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| **ALT Text** | Would you like some help to lose weight? APNA designed for a range of cultural and global foods! 12 weeks completely free – new customers only. Male groups/female groups. Cultural global foods. Photograph of a group of women sitting and chatting. Photograph of a group of men sitting on the floor talking. APNA logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | 🌙 Ramadhan is a great opportunity to reset & focus on nourishment. APNA offers nutrition, activity sessions & support for a wide range of cultural/global foods. Male or female only groups & 1:1  18yrs+ with BMI of 25+ & live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 4.mp4  AWM Static Landscape 4.jpg  A poster of a group of people  AI-generated content may be incorrect. |
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| **Alt Text** | Men! Lose weight without losing your social life! New group designed with men in mind, but all welcome! Interactive nutrition sessions, physical activity for all levels, ongoing support. Lose weight, make friends, get active, or just try something new! 12 weeks completely free – new customers only. Photo of two men, one with back to the camera and one looking at him smiling after a workout holding a bottle of water. Brotherhood logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | Looking for some help to lose weight? Try food optimising with Slimming World! No weighing or calorie counting! Lose weight without going hungry! Get 12 weeks FREE! Everyone welcome!  Must be 18yrs+ with BMI of 25+ & live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Static Landscape 6.jpg  A group of women hugging each other  AI-generated content may be incorrect. |
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| **Facebook** | 📢 Losing weight doesn’t have to be all about salad! @MyLivingWell1 have got 4 very different offers to help you lose weight and eat healthily. Choose what works for you with 12 weeks FREE!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25 or more and live in Bradford district.  <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Animated Landscape 5.mp4  AWM Static Landscape 1.jpg  A poster with text and images of different brands  AI-generated content may be incorrect. |
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| **X (Twitter)** | Changing your eating habits can have a positive impact on your family. Choose a FREE offer that works for you & everyone can benefit! With unique methods, there’s an offer to suit everyone!  Must be 18yrs+, BMI of 25+ & live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 5.mp4  AWM Static Landscape 8.jpg  A group of people posing for a picture  AI-generated content may be incorrect. |
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| **X (Twitter)** | 🤔 Want to make changes to your eating habits? If it's a few stubborn lbs or more, you'd like to lose... @MyLivingWell1 has 4 FREE offers to help you achieve your goals! Male/female/mixed groups. Cultural/global foods  18yrs+/BMI of 25+/live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Animated Landscape 1.mp4  AWM Static Landscape 1.jpg  A poster with text and images of different brands  AI-generated content may be incorrect. |
| **Facebook** | 🤔 Ready to make some changes to your eating habits? Whether you have a few stubborn pounds to lose or a bit more, these 4 FREE offers from @MyLivingWell1 will make it so much easier for you to achieve your goals!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25 or more and live in Bradford district.  <https://mylivingwell.co.uk/eating-well/manage-your-weight/> | AWM Animated Landscape 1.mp4  AWM Static Landscape 1.jpg  A poster with text and images of different brands  AI-generated content may be incorrect. |
| **Instagram** | 🤔 Ready to make some changes to your eating habits? Whether you have a few stubborn pounds to lose or a bit more, these 4 FREE offers from @MyLivingWell1 will make it so much easier for you to achieve your goals!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25 or more and live in Bradford district.  [www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)  #loseweightnow #loseweightfeelgreat #loseweightforgood #howtoloseweight #needtoloseweight #tryingtoloseweight #losetheweight #weighttolose #losethatweight #losesomeweight #loseyourweight#Loseweight #foodswaps #healthyeating #healthyeatinghabits #healthyeatingmadeeasy #healthyeatinglifestyle | AWM Animated Square 1.mp4  AWM Static Square 1.jpg  A poster with text overlay  AI-generated content may be incorrect. |
| **ALT Text** | Looking for some help to lose weight? Choose what works for you! 12 weeks completely free – new customers only. Friendly groups. Male/female/mixed. Online and in person. Cultural Global Foods. Slimming World logo. APNA logo. Brotherhood logo. WW logo. www.mylivingwell.co.uk | |