**Social Media Planner: Stronger for Longer**

**Please tag @MyLivingWell1**If you have any issues or enquiries or need the graphics to be sent via WeTransfer please contact: communications@mylivingwell.co.uk

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| **Platform** | **Message** | **Image** |
| **X (Twitter)** | Staying strong helps us stay active, confident & independent as we age. From our 40s we start to lose muscle, but it’s never too late to build strength. Small steps now can make a big difference later. Try these simple exercises:<https://mylivingwell.co.uk/stronger-for-longer-exercises/>#20MinMove@MyLivingWell1 | A group of people posing for a photo  AI-generated content may be incorrect.Or film: <https://youtu.be/M54zG9Ydh5E> |
| **Facebook** | Staying strong helps us stay active, confident and independent as we age. From our 40s onwards, we naturally start to lose muscle, but the good news? its never too late to build strength. Small steps now can make a big difference later. Ready to feel stronger? Check out these simple exercises designed for you! <https://mylivingwell.co.uk/stronger-for-longer-exercises/>#20MinMove@MyLivingWell1 | A group of people posing for a photo  AI-generated content may be incorrect.Or film: <https://youtu.be/M54zG9Ydh5E> |
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| **Alt Text** | Pink background. White text reads: Stronger for Longer! Below is a photo of a group of people over the age of 40 smiling into the camera. To the right is a teal coloured box with white text that reads: Staying strong helps us stay active, confident & independent as we age. From our 40s we naturally start to lose muscle, but it’s never too late to build strength. Small steps now can make a big difference later. Visit our website to find a range of easy exercises you can do at home! Mylivingwell.co.uk and the Living Well logo. |
| **X (Twitter)** | Building strength in your 40s helps you stay active, independent & feeling your best. It can support your body through menopause, improve wellbeing & protect your bones in later life. Try these simple exercises to get started. <https://mylivingwell.co.uk/stronger-for-longer-exercises/>#20MinMove@MyLivingWell1 | A person lifting weights with text overlay  AI-generated content may be incorrect. |
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| **Alt Text:** | Teal background. White text reads: Stronger for Longer! Below is a photo of a women over the age of 40 smiling into the camera and holding two pink weights. To the right is a pink coloured box with white text that reads: Building strength in your 40s helps you stay active, independent and feeling your best. It can also support your body through menopause, improve wellbeing and protect your bones in later life. Visit our website to find a range of easy exercises you can do at home! Mylivingwell.co.uk and the Living Well logo. |
| **X (Twitter)** | Staying strong does more than build muscle, it can boost your mood, improve sleep, support a healthy weight and increase confidence. Start small – click the link for simple exercises you can do at home!<https://mylivingwell.co.uk/stronger-for-longer-exercises/>#20MinMove@MyLivingWell1 | A group of people standing in front of a pink and blue background  AI-generated content may be incorrect. |
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| **ALT Text** | Teal background. White text reads: Stronger for Longer! Below is a photo of a man over the age of 40 smiling into the camera. To the right is a pink coloured box with white text that reads: Strengthening activities can help manage health conditions and lower the risk of others. In our 40s, muscles loss begins, but it’s never too late to build strength and take control of your health. Visit our website to find a range of easy exercises you can do at home! Mylivingwell.co.uk and the Living Well logo. |