A pink text with rays of light

Description automatically generated**Social Media Planner: 20Minute Movement Campaign - August 2025 onwards**

**Messages to promote physical activity options for adults in Bradford district.**

* **Long term conditions:** Messages linked to #Undefeatables case studies.
* **Active in the community:** Messages linked to GoodGym volunteering options
* **Walking:** Messages linked to Well Together Walks for all including people with long term conditions.
* **Stronger for Longer:** Exercises for those who would like to increase their physical activity in a home environment.

**Please tag @MyLivingWell1 and use #20MinMove**

**All campaign resources are available to download from:** [**https://mylivingwell.co.uk/resources/toolkits/**](https://mylivingwell.co.uk/resources/toolkits/)If you have any issues, enquiries please contact: [**communications@mylivingwell.co.uk**](mailto:communications@mylivingwell.co.uk)

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| --- | --- | --- |
| **Platform** | **Event Messages** | **Images** |
| **X (Twitter)** | #20MinMove is here to help people in #Bradford district move more - any way that works for them!  ✅ Long-term health conditions  ✅ Getting active without a gym  ✅ Active community volunteering  ✅ Ideas to get started  <https://mylivingwell.co.uk/20-minute-movement/>  @MyLivingWell1 #WeAreUndefeatable | 20MM Social Media Landscape 1.jpg  A group of people in different poses  AI-generated content may be incorrect. |
| **Facebook** | 🏃🚶💃🕺🏋️🧘🤸🏊🚴The 20 Minute Movement is here to help people in #Bradford district to move more - any way that works for them! We’ve got resources for people:  ✅ With long-term health conditions  ✅ Who are looking for ways to get active that don’t involve joining a gym  ✅ Who want to get active and volunteer in their community  ✅ Who just need a little bit of support to get started  Visit us to find out more: <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 1.jpg  A group of people in different poses  AI-generated content may be incorrect. |
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| **Alt Text** | Photo montage showing a man lying on his back doing yoga, two women walking outside on the moors, a woman taking asthma medication using an inhaler, two happy people gardening, two women standing doing yoga poses and two women smiling while out walking. At the top right-hand side on a pink background the 20 Minute Movement logo with text that reads: The 20 Minute Movement is here to help everyone in Bradford district move more - any way that works for them! We’ve got resources for people: With long-term health conditions / Looking for ways to get active that don’t involve joining a gym / Who want to get active and volunteer in their community / Who just need a little bit of support to get started. Visit us to find out more. White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 🏃🚶💃🏋️🧘🤸🏊🚴Dancing while washing up or practicing keepy-uppies - it all adds up! Living with a health condition can also make it challenging. It’s ok if you’re not up to it today - tomorrow is another day. <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 2.jpg  A group of people walking  AI-generated content may be incorrect. |
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| **X (Twitter)** | 🧘Mahesh finds yoga helps him manage his health conditions. Some days he rolls out of bed and does his workout in his jim-jams! Small amounts of activity can go a long way, find inspiration at: <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 3.jpg  A person doing yoga on a rug  AI-generated content may be incorrect. |
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| **Alt Text:** | To the left, a photo of a man lying on his back doing yoga. To the right, a pink background with white text that reads: Mahesh’s Story: Mahesh turned to online yoga to help manage some of the symptoms of his conditions, including diabetes. At first options to get active seemed limited – or so he thought! Some days, he rolls out of bed and does his workout in his jim-jams! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 💃Tania began moving more after treatment for cancer & to manage depression. She says activity isn’t a magic wand, but it really does help! Going for a walk or dancing at home with her daughter, it all adds up! <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 4.jpg  A person hugging another person  AI-generated content may be incorrect. |
| **Facebook** | 🏃🚶💃🤸Tania started moving more after treatment for cancer and to manage depression. She does things she enjoys and says although activity isn’t a magic wand, it really does help! Going for a walk with friends, a run, or dancing around the house with her daughter all adds up! Find inspiration at <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 4.jpg  A person hugging another person  AI-generated content may be incorrect. |
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| **ALT Text** | To the left, a photo of a woman cuddling and laughing with her daughter. To the right, a teal background with white text that reads: Tania’s Story: Being treated for cancer and managing her depression made Tania start thinking about moving more. Tania makes being active a social thing. Dancing with her daughter around the house or walking with friends as a way to catch up! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | Zahoor made a point of becoming more active after being diagnosed with type 2 diabetes. He enjoys the independence of walking & finds it lowers stress levels & has helped him to sleep better! Find inspiration at <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 5.jpg  A person swinging a tennis racket  AI-generated content may be incorrect. |
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| **ALT Text** | To the left, a photo of a man using an exercise machine outdoors. To the right, a pink background with white text that reads: Zahoor’s Story: After being diagnosed with type 2 diabetes, Zahoor made a point of finding ways to fit activity into his life. He’s enjoying the independence walking gives him, as well lowered stress levels and improved sleep quality! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 🏃Krisina doesn’t allow asthma to limit her or define her. If anything, going for a run on the days she can, has helped her to realise just how strong she can be! Find inspiration at <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove #WeAreUndefeatable @MyLivingWell1 | 20MM Social Media Landscape 6.jpg  A person in orange hoodie  AI-generated content may be incorrect. |
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| **ALT Text** | To the left, a photo of a woman taking asthma medication using an inhaler. To the right, a teal background with white text that reads: Krisina’s Story: On the days she can, Krisina finds ways to run while managing her asthma. Krisina doesn’t let her condition limit or define her. If anything, the ups and downs of her journey have helped her realise just how strong she can be! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | Would you like to support your community & get active at the same time? Join #GoodGym! Use exercise to make a positive impact where you live! Plant trees/clean up a community centre/sort cans for a foodbank <https://www.goodgym.org/>  #20MinMove @MyLivingWell1 @GoodGym #GoodGym | 20MM Social Media Landscape 7.jpg  A person in a red shirt  AI-generated content may be incorrect. |
| **Facebook** | 🏃🚶💃🕺🏋️🧘🤸🏊🚴  Would you like to support your community and get more active at the same time? #GoodGym could be for you! It's a community of people who get fit by doing good! Use exercise to make a positive impact in your neighbourhood - you could plant trees at a local park, clean up a community centre, sort cans for a foodbank or shift compost for a school gardening project! Find out more: <https://www.goodgym.org/>  #20MinMove @MyLivingWell1 @GoodGym #GoodGym  <https://mylivingwell.co.uk/20-minute-movement/> | 20MM Social Media Landscape 7.jpg  A person in a red shirt  AI-generated content may be incorrect. |
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| **Alt Text** | To the left, a photo of a man gardening outside. To the right, a pink background with white text that reads: GoodGym Bradford: Want to support your community and get more active at the same time? GoodGym could be for you! Plant trees at a local park, clean up a community centre, sort cans for a foodbank or shift compost for a school growing project! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | Want to support your community & get active at the same time? Join #GoodGym! Get fit by doing good! Run/walk/cycle to do practical tasks for community groups & charities that need a hand <https://www.goodgym.org/>  #20MinMove @MyLivingWell1 @GoodGym #GoodGym | 20MM Social Media Landscape 8.jpg  A poster with text and a path  AI-generated content may be incorrect. |
| **Facebook** | 🏃🚶💃🕺🏋️🧘🤸🚴  Would you like to support your community and get more active at the same time? #GoodGym could be for you - it's a community of people who get fit by doing good! Meet like-minded people and use exercise to make a positive impact in your neighbourhood! Run walk and cycle to do practical tasks for community groups and charities that need a hand.  <https://www.goodgym.org/>  #20MinMove @MyLivingWell1 @GoodGym #GoodGym  <https://mylivingwell.co.uk/20-minute-movement/> | 20MM Social Media Landscape 8.jpg  A poster with text and a path  AI-generated content may be incorrect. |
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| **Alt Text** | To the left, a photo of a woman carrying a sack on her shoulder outside. To the right, a teal background with white text that reads: GoodGym Bradford: Want to support your community and get more active at the same time? GoodGym could be for you! Get fit by doing good. Run, walk and cycle to do practical tasks for community groups and charities that need a hand. White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 🚶Bradford Well Together Service offer a range of health-led walks & other activities led by trained volunteer leaders. The group is for adults and people with long term health conditions are welcomed. Find out more: <https://www.bdct.nhs.uk/our-services/mental-health-services/well-together-service/>  #20MinMove @MyLivingWell1 @BDCFT\_WTS | 20MM Social Media Landscape 9.jpg  A person smiling with a pink background  AI-generated content may be incorrect. |
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| **Alt Text** | To the left, a photo of two women smiling outdoors. To the right, a pink background with white text that reads: Well Together Walks: Well Together offer a range of health-led walks across the district led by trained volunteer walk leaders. This group is for adults aged 18 years or over and they welcome people with long term health conditions. White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
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| **Alt Text** | To the left, a photo of two women smiling and walking across the moors outdoors. To the right, a teal background with white text that reads: Well Together Walks: Well Together offer a range of health-led walks across the district led by trained volunteer walk leaders. This group is for adults aged 18 years or over and they welcome people with long term health conditions. White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos 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 – visit us to find simple exercises you can do at home!  <https://mylivingwell.co.uk/stronger-for-longer-exercises/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 11.jpg  A person holding a pink dumbbell  AI-generated content may be incorrect. |
| **Facebook** | Staying strong does more than build muscle, it can boost your mood, improve sleep, support a healthy weight and increase confidence. Start small – visit us to find simple exercises you can do at home!  <https://mylivingwell.co.uk/stronger-for-longer-exercises/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 11.jpg  A person holding a pink dumbbell  AI-generated content may be incorrect. |
| **Instagram** | Staying strong does more than build muscle, it can boost your mood, improve sleep, support a healthy weight and increase confidence. Start small – visit us to find simple exercises you can do at home!  [mylivingwell.co.uk](https://mylivingwell.co.uk/20-minute-movement/)  #20MinMove #Exercise #Over40 #FitForLife #HealthyLifestlye #StayStrong #Wellbeing | 20MM Social Media Square 11.jpg  A person lifting weights with text overlay  AI-generated content may be incorrect. |
| **Alt Text** | To the left, a photo of a women over the age of 40 smiling into the camera and holding two pink weights. To the right, a pink background with white text that reads: Stronger For longer: Strengthening activity can help to improve our mood, our sleep, help with healthy weight, increase self-confidence, appearance and general wellbeing. Visit our website to find a range of simple exercises you can do at home! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | Strengthening activities can help manage health conditions & lower risks of others. In our 40s muscle loss begins, but it’s never too late to build strength & take control of your health. Get started with exercises at home today! <https://mylivingwell.co.uk/stronger-for-longer-exercises/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 12.jpg  A person and person standing together  AI-generated content may be incorrect. |
| **Facebook** | 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. Get started with easy exercises you can do at home today! <https://mylivingwell.co.uk/stronger-for-longer-exercises/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 12.jpg  A person and person standing together  AI-generated content may be incorrect. |
| **Instagram** | 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. Get started with easy exercises you can do at home today!  [mylivingwell.co.uk](https://mylivingwell.co.uk/20-minute-movement/)  #20MinMove #Exercise #Over40 #FitForLife #HealthyLifestlye #StayStrong #Wellbeing #LongTermConditions | 20MM Social Media Square 12.jpg  A group of people standing together  AI-generated content may be incorrect. |
| **Alt Text** | To the left, a photo of a group of people over the age of 40 smiling into the camera. To the right, a teal background with white text that reads: Stronger For longer: Strengthening activity from 40 years is very important as it helps us to stay active and independent, especially later in life. Visit our website to find a range of simple exercises you can do at home! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 🧘💃Frances became inactive & gained weight in lockdown. Signing up for yoga, dance classes & our FREE Slimming World offer helped her take back control & boost her wellbeing. She says she feels fitter at 60 than she did at 50! <https://mylivingwell.co.uk/news-post/frances-has-joined-the-20-minute-movement/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 13.jpg  A person standing on a mat with arms out  AI-generated content may be incorrect. |
| **Facebook** | 🧘💃 Frances became inactive and gained weight during lockdown. She didn't feel great about herself and felt lethargic. Signing up for yoga, dance classes & our FREE Slimming World offer, helped her to take back control. It’s boosted her confidence and wellbeing. Frances says she feels fitter now at 60 than she did at 50! <https://mylivingwell.co.uk/news-post/frances-has-joined-the-20-minute-movement/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 13.jpg  A person standing on a mat with arms out  AI-generated content may be incorrect. |
| **Instagram** | 🧘💃 Frances became inactive and gained weight during lockdown. She didn't feel great about herself and felt lethargic. Signing up for yoga, dance classes & our FREE Slimming World offer, helped her to take back control. It’s boosted her confidence and wellbeing. Frances says she feels fitter now at 60 than she did at 50! [mylivingwell.co.uk](https://mylivingwell.co.uk/20-minute-movement/)  #20MinMove @MyLivingWell1 #yogafit #yogalife #yogajourney #yogagoals #yogapractice #SlimmingWorld | 20MM Social Media Square 13.jpg  Two women standing in yoga pose  AI-generated content may be incorrect. |
| **Alt Text** | To the left, a photo of a yoga instructor showing a women how to do a standing yoga pose. To the right, a pink background with white text that reads: Frances’s Story: Frances became inactive and gained weight during lockdown. She felt lethargic and didn’t feel great about herself. Joining yoga and dance classes helped Frances to start exercising and the free Living Well Slimming World offer helped her to lose weight. It’s boosted her confidence and wellbeing - she says she feels fitter at sixty than she did at fifty! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |
| **X (Twitter)** | 🚶Ellen walked to school with her son and to work before lockdown. Working from home meant she had less reason to walk. She's not keen on the gym so she joined our 20 Minute Movement walking each day & started litter picking too! <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 14.jpg  A green and white text  AI-generated content may be incorrect. |
| **Facebook** | 🚶Ellen used to walk to school with her son and then to work before lockdown. When she started working from home, she had less reason to walk but wanted to increase her activity levels. Ellen isn’t keen on the gym, so she started walking for 20mins each day and then started litter picking too! It benefits her community and gets her outside talking to people and enjoying nature! <https://mylivingwell.co.uk/20-minute-movement/>  #20MinMove @MyLivingWell1 | 20MM Social Media Landscape 14.jpg  A green and white text  AI-generated content may be incorrect. |
| **Instagram** | 🚶Ellen used to walk to school with her son and then to work before lockdown. When she started working from home, she had less reason to walk but wanted to increase her activity levels. Ellen isn’t keen on the gym, so she started walking for 20mins each day and then started litter picking too! It benefits her community and gets her outside talking to people and enjoying nature! [mylivingwell.co.uk](https://mylivingwell.co.uk/20-minute-movement/)  #20MinMove @MyLivingWell1 #LitterPick #CommunityClean #FitForCleanUp #CleanUpCrew #PickingForGood #HealthyCommunity #LitterLotto | 20MM Social Media Square 14.jpg  A person in a pink jacket holding a bucket of water  AI-generated content may be incorrect. |
| **Alt Text** | To the left, a photo of a woman outside litter picking. To the right, a teal background with white text that reads: Ellen’s Story: Before lockdown Ellen walked to school with her son and to work. But when she started working from home and her son started high school, she had less reason to walk regularly. Ellen doesn’t enjoy the gym so the 20 Minute Movement works for her! She began walking for 20 minutes each day and started litter picking too! It benefits her community and gets her outside talking to people and enjoying nature! White rectangles at an angle with black text reads: WHAT COULD YOU DO? Across the bottom of the image: mylivingwell.co.uk social media logos and the Living Well logo | |