A pink text with rays of light

Description automatically generated**Social Media Planner: Adult Weight Management Campaign – Summer 2025 and onwards**

Messages to encourage people to sign up to our free adult weight management offers. **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 contact: [**communications@mylivingwell.co.uk**](mailto:communications@mylivingwell.co.uk)

|  |  |  |
| --- | --- | --- |
| Platform | Campaign Messages | Images |
| **X (Twitter)** | Want some help to lose weight? We’ve got 3 FREE offers to suit everyone!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25+ & live in Bradford district.  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 1  AWM Static Landscape 1 |
| **Facebook** | Would you like some help to lose weight? We’ve got you!  3 FREE offers to suit everyone!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25+ & live in Bradford district. Find out more: <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 1  AWM Static Landscape 1 |
| **Instagram** | Would you like some help to lose weight? We’ve got you!  3 FREE offers to suit everyone!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25+ & live in Bradford district.  [www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)  @MyLivingWell1  #loseweightnow #loseweightfeelgreat #loseweightforgood #howtoloseweight #needtoloseweight #tryingtoloseweight #losetheweight #weighttolose #losethatweight #losesomeweight #loseyourweight#Loseweight #foodswaps #healthyeating #healthyeatinghabits #healthyeatingmadeeasy #healthyeatinglifestyle | AWM Animated Square 1  AWM Static Square 1 |
| **Alt Text** | Looking for 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. Slimming World logo. APNA Living Well logo. Living Well Brotherhood logo. WW logo www.mylivingwell.co.uk | |
| **X (Twitter)** | 📢 Struggling to lose excess weight? Get 12 weeks FREE! 3 groups to choose from:  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You must be 18yrs+ with a BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 5  AWM Static Landscape 2 |
| **Facebook** | 📢 Struggling to lose some excess weight? We can help! Choose what works for you! Get 12 weeks FREE with our new offer! 3 groups to choose from:  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25+ & live in Bradford district.  Find out more: <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 5  AWM Static Landscape 2 |
| **Instagram** | 📢 Struggling to lose some excess weight? We can help! Choose what works for you! Get 12 weeks FREE with our new offer! 3 groups to choose from:  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  You need to be: 18yrs or over with a BMI of 25+ & live in Bradford district.  [www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)  @MyLivingWell1  #loseweightnow #loseweightfeelgreat #loseweightforgood #howtoloseweight #needtoloseweight #tryingtoloseweight #losetheweight #weighttolose #losethatweight #losesomeweight #loseyourweight#Loseweight #foodswaps #healthyeating #healthyeatinghabits #healthyeatingmadeeasy #healthyeatinglifestyle | AWM Animated Square 5  AWM Animated Square 2  AWM Static Square 1  AWM Static Square 2 |
| **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. Slimming World logo. APNA Living Well logo. Living Well 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  AWM Static Landscape 3 |
| **Facebook** | 📢 Diets and healthy eating… It’s not just for girls!!  If you’re looking for some help to lose weight, we’ve got you! 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+ & live in Bradford district.  Find out more: <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 3  AWM Static Landscape 3 |
| **Instagram** | 📢 Diets and healthy eating… It’s not just for girls!!  If you’re looking for some help to lose weight, we’ve got you! 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+ & live in Bradford district.  @MyLivingWell1  [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 3  AWM Static Square 3 |
| **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. Friendly groups. Male/female/mixed. Online and in person. APNA Living Well logo. Living Well Brotherhood logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | 🙋‍♂️ Lose weight without losing your social life! Join the Brotherhood! Created with men in mind, but all are welcome. Make new friends, learn about nutrition & get more active!  Must be 18yrs+ with BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 6 AWM Static Landscape 5 |
| **Facebook** | 🙋‍♂️ Are you looking for some help to lose weight? This new FREE group is for you! Lose weight without losing your social life! Join the Brotherhood to make new friends, learn about nutrition, enjoy getting active, or just try something new! This group was created with men in mind, but all are welcome.  You must be 18yrs+ with BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 6  AWM Static Landscape 5 |
| **Instagram** | 🙋‍♂️ Are you looking for some help to lose weight? This new FREE group is for you! Lose weight without losing your social life! Join the Brotherhood to make new friends, learn about nutrition, enjoy getting active, or just try something new! This group was created with men in mind, but all are welcome.  You must be 18yrs+ with BMI of 25+ & 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 #mensgroup #men | AWM Animated Square 6  AWM Static Square 5 |
| **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 |
| **Facebook** | Looking for some help to lose weight? Why not try food optimising with Slimming World! There’s no weighing or calorie counting! You can lose weight without ever going hungry! Get 12 weeks FREE! Everyone welcome!  You must be 18yrs+ with BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Static Landscape 6 |
| **Instagram** | Looking for some help to lose weight? Why not try food optimising with Slimming World! There’s no weighing or calorie counting! You can lose weight without ever going hungry! Get 12 weeks FREE! Everyone welcome!  You must be 18yrs+ with BMI of 25+ & 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 Static Square 6 |
| **Alt Text** | Photo of three women in a group smiling into the camera. Looking for some help to lose weight? Try food optimising! Lose weight without ever going hungry! Fits in with your life, no weighing, measuring or calorie counting! 12 weeks completely free – new customers only. Slimming World logo. www.mylivingwell.co.uk | |
| **X (Twitter)** | 📢 Choose what works for you! 3 unique offers to help you lose weight & eat healthily. 12 weeks FREE!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  Must be 18ysr+ with BMI 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 5  AWM Static Landscape 1 |
| **Facebook** | 📢 Losing weight doesn’t have to be all about salad! We’ve got 3 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 must be 18yrs+ with a BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 5  AWM Static Landscape 1 |
| **Instagram** | 📢 Losing weight doesn’t have to be all about salad! We’ve got 3 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 must be 18yrs+ with a BMI of 25+ & 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 5  AWM Static Square 1 |
| **Alt Text** | Looking for 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. Slimming World logo. APNA Living Well logo. Living Well Brotherhood logo. WW logo www.mylivingwell.co.uk | |
| **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 2  AWM Static Landscape 2 |
| **Facebook** | Making changes to your eating habits can have a positive impact on your whole family! Choose one of our 3 FREE offers to find what works for you and everyone can benefit! They all offer very different methods, so there’s an offer to suit everyone!  You must be 18yrs+ with a BMI of 25+ & live in Bradford district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 2  AWM Static Landscape 2 |
| **Instagram** | Making changes to your eating habits can have a positive impact on your whole family! Choose one of our 3 FREE offers to find what works for you and everyone can benefit! They all offer very different methods, so there’s an offer to suit everyone!  [www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)  You must be 18yrs+ with a BMI of 25+ & live in Bradford district  #loseweightnow #loseweightfeelgreat #loseweightforgood #howtoloseweight #needtoloseweight #tryingtoloseweight #losetheweight #weighttolose #losethatweight #losesomeweight #loseyourweight#Loseweight #foodswaps #healthyeating #healthyeatinghabits #healthyeatingmadeeasy #healthyeatinglifestyle | AWM Animated Square  AWM Static Square 2 |
| **Alt Text** | Looking for 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. Slimming World logo. APNA Living Well logo. Living Well Brotherhood logo. WW logo www.mylivingwell.co.uk | |
| **X (Twitter)** | 🤔 Want to make changes to your eating habits? If it's a few stubborn lbs or more you'd like to lose, our FREE offers can help to 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/>  @MyLivingWell1 | AWM Animated Landscape 1  AWM Static Landscape 1 |
| **Facebook** | 🤔 Ready to make some changes to your eating habits? Whether you have a few stubborn pounds to lose or a bit more, our FREE offers will make it so much easier for you to achieve your goals!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  18yrs+/BMI of 25+/live in Bfd district  <https://mylivingwell.co.uk/eating-well/manage-your-weight/>  @MyLivingWell1 | AWM Animated Landscape 1  AWM Static Landscape 1 |
| **Instagram** | 🤔 Ready to make some changes to your eating habits? Whether you have a few stubborn pounds to lose or a bit more, our FREE offers will make it so much easier for you to achieve your goals!  ✔️Friendly groups  ✔️Male/female/mixed  ✔️Online & in person  ✔️Cultural global foods  18yrs+/BMI of 25+/live in Bfd district  @MyLivingWell1  [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  AWM Static Square 1 |
| **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. Slimming World logo. APNA Living Well logo. Living Well Brotherhood logo. WW logo www.mylivingwell.co.uk | |