**Sample Social Media Posts**

Use the provided posts to promote the **Maintain, Don’t Gain! Holiday Challenge** to your employees, coworkers, friends, and family on your social media platforms.

1. Select an image from our promotional graphic library for Facebook, Instagram, and Twitter OR get creative and make your own.
2. Copy and paste a suggested post to your social media platform. We have listed the character count on posts that meet the 280-character limit for Twitter. Any posts that do not have a character count are above 280 characters.
3. ***Optional*** – customize the sample social media posts with a personal message encouraging your followers/friends to register for the Holiday Challenge. Include your own reasons for participating.
4. Tag our accounts and use #HolidayChallenge on all platforms!
   * Facebook & Twitter - **@esmmweighless**
   * Instagram - **@esmmholidaychallenge**

**Posts Before the Holiday Challenge**

* Maintain, don’t gain this holiday season! Join the 15th annual Holiday Challenge for weekly newsletters, daily tips, healthy recipes, and challenges to help you maintain your weight into the New Year. Register for free today! #HolidayChallenge <https://esmmweighless.com/sign/> *(278 characters)*
* Maintain, don’t gain this holiday season! Join the 15th annual Holiday Challenge and [**insert company name**] for information and encouragement to help you maintain your weight into the New Year. Register for free today! #HolidayChallenge <https://esmmweighless.com/sign/> *(269 characters)*
* Did you know that many Americans gain between 1 and 5 pounds each holiday season? This weight gain can add up year to year. Set your intentions to maintain & not gain weight this holiday season and register for the free 7-week Holiday Challenge! <https://esmmweighless.com/sign/> *(279 characters)*
* You’re invited to join the 15th annual Holiday Challenge! This free 7-week program begins Nov. 15th and includes weekly newsletters, daily tips, healthy recipes, and challenges to help you maintain your weight this holiday season. Register today! <https://esmmweighless.com/sign/> *(280 characters)*
* Why wait until the New Year? Register for the 15th annual Holiday Challenge and kickstart your resolutions today! #HolidayChallenge <https://esmmweighless.com/sign/> *(165 characters)*
* Interested in new recipe ideas to change up the traditional holiday spread? Register for the annual Holiday Challenge for healthy recipes and tips to eat smart and move more this holiday season! #HolidayChallenge <https://esmmweighless.com/sign/> *(247 characters)*
* Are you worried about holiday weight gain? Stop worrying and join the 15th annual Holiday Challenge! This free 7-week program includes weekly newsletters, daily tips, healthy recipes, and challenges to help you maintain your weight this holiday season. Mark November 15th on your calendar and register today! #HolidayChallenge <https://esmmweighless.com/sign/>
* Are you looking for a little extra motivation to eat smart and move more this holiday season? Look no further. Join the 15th annual Holiday Challenge for weekly newsletters, daily tips, and healthy recipes to keep your motivation up through the end of the year. Register for free today! #HolidayChallenge <https://esmmweighless.com/sign/>
* Join the thousands of participants already registered for the 15th annual Holiday Challenge! The goal: maintain your weight through the holiday season. Register now for weekly newsletters, daily tips, healthy recipes, and challenges to help you maintain your weight into the New Year. #HolidayChallenge <https://esmmweighless.com/sign/>

**Posts During the Holiday Challenge**

* It’s not too late to sign up for this year’s Holiday Challenge! Register today and join thousands of participants as we maintain our weight into the New Year. #HolidayChallenge <https://esmmweighless.com/sign/> *(210 characters)*
* Feeling stuffed after Thanksgiving! It is not too late to join the thousands of participants in this year’s annual Holiday Challenge. Register for this free program today! #HolidayChallenge <https://esmmweighless.com/sign/> *(224 characters)*
* Are you looking to switch up your routine? Check out the Holiday Challenge content for new recipes and workout ideas! If you are not registered, you can still sign up now to receive daily tips and motivation to eat smart and move more this holiday season. #HolidayChallenge <https://esmmweighless.com/sign/>
* How are you staying active this holiday season? Join the Holiday Challenge for ideas to help you sit less and move more. Register for free today! #MoveMore #HolidayChallenge <https://esmmweighless.com/sign/> *(209 characters)*

**\* *Get creative and create a few of your own promotional captions. Try tailoring the content to match the daily tips that have been shared in the first few weeks of the Holiday Challenge.***

**Posts After the Holiday Challenge**

* Happy New Year! We hope you learned some new strategies to eat smart and move more this holiday season. Let’s continue building on these skills in 2022! #HolidayChallenge *(172 characters)*
* We hope you enjoyed this year’s Holiday Challenge and learned some new strategies to eat smart and move more. Take these strategies into the New Year and beyond. Happy 2022! *(175 characters)*
* We hope you enjoyed this year’s Holiday Challenge! Share what strategies helped you to eat smart and move more this holiday season, and what you plan to continue in the New Year. *(180 characters)*