**Sample Social Media Posts**

Use the provided posts to promote the **Holiday Challenge**

to your audience on your social media platforms.

1. Copy and paste a suggested post to your social media platform with your own promotional graphic.
2. ***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.
3. Use #HolidayChallenge on all platforms!

**Before the Holiday Challenge**

* Maintain, don’t gain this holiday season! Join the 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 [**insert your registration link**]
* Maintain, don’t gain this holiday season! Join [**insert company name’s**] Holiday Challenge for information and encouragement to help you maintain your weight into the New Year. Register for free today! #HolidayChallenge [**insert your registration link**]
* You’re invited to join [**insert company name’s**] Holiday Challenge! This free 7-week program begins [**start date**] and includes weekly newsletters, daily tips, healthy recipes, and challenges to help you maintain your weight this holiday season. Register today! [**insert your registration link**]
* Why wait until the New Year? Register for the Holiday Challenge and kickstart your resolutions today! #HolidayChallenge [**insert your registration link**]
* Register for the Holiday Challenge for healthy recipes and tips to eat smart and move more this holiday season! #HolidayChallenge
* Are you looking for a little extra motivation to eat smart and move more this holiday season? Look no further. Join the 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 [**insert your registration link**]
* Join the 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 [**insert your registration link**]

**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 [**insert your registration link**]
* 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 [**insert your registration link**]
* 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 [**insert your registration link**]
* 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 [**insert your registration link**]

**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! #HolidayChallenge
* 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. #HolidayChallenge
* We hope you enjoyed this year’s Holiday Challenge! Help us plan for next year by filling out our end of program survey: [**insert your survey link**] #HolidayChallenge