

Global Vitality Conference

Social media cheat guidelines

Important notes:

- Please could you follow our Vitality Global social handles.
For each post, please tag our Vitality Global social media handles and include the event hashtag.
 - LinkedIn: @VitalityGlobal
<https://www.linkedin.com/company/vitality-global-official/>
 - Instagram: @officialvitalityglobal
<https://www.instagram.com/officialvitalityglobal/>
 - Twitter: @VitalityGlobal_
https://twitter.com/VitalityGlobal_
 - Facebook: @VitalityInt
<https://www.facebook.com/VitalityInt/>
- **Official event hashtags:**
 - [#HealthyHabits](#)
 - [#GlobalVitalityConference](#)
 - [#GVC2024](#)
- **Website:**
 - Shortened URL: bit.ly/3TrKZsP
 - Long URL: www.vitalityglobal.com/globalvitalityconference

Requirements:

In summary, there are two social media parts where we need your assistance:

- A. Covering the event, amplifying the research and sharing your thought leadership insights – essentially the topic you would touch on in your presentation (March)
- B. Being part of our global social campaign: 'Get into the habit with Vitality' (April)

Point A

The idea is for your speaker(s), to engage with Vitality Global's social media posts. Plus, to post your own content on your preferred social media channels.

Your corporate handle should support by engaging with your speaker(s)' and Vitality Global's social posts, especially where you've been tagged.

It's important that you make the posts your own so that it comes across authentically.

Please could you share the following information with me, so that we can use it to develop some of our social media creative.

1. A headshot of your speaker that will be present
2. Confirm your speaker's title
3. Share the speaker's personal social media handles
4. Share your official corporate handles
5. Share a short quote from your speaker relating to his/her presentation topic.

Point B

Here's where the real fun starts. We'll launch a global social media campaign under the theme 'Get into the habit with Vitality'. The idea is to create user-generated content and get audiences to engage on what habits they'd like to build or what habits they'd like to break.

I understand that you would have your own social content calendar, but is there some way you can be part of the campaign? For example, can your execs challenge each other on social to build a new habit OR share their tips on how they've built healthy habits. Every partner market, Vitality business unit and reward partner would find a way to bring this campaign to life in their respective areas.

This requires a little more brainstorming and investigation and we're happy to support in any way.