**Social Media Content**

*HealthSync+*

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| **Post #1** | |
| Woman cooking in kitchen with kids ... Science Photo Library | **Social Media Platform:** Instagram  **Strategy Used:**  Playing off emotions  **Copy to Accompany the Post:**  Your life is filled with this, you should not have to worry about this. Keeping track of your health just got easier!  **Links to Include/Other Notes for the post:**  www.HealthSync+.com |
| **Post #2** | |
| The Role of Wearable Devices in ... The Journal of mHealth | **Social Media Platform:** Instagram  **Strategy Used:** Paid post  **Copy to Accompany the Post:**  Next level fitness and health tracking at your fingertips! Give us your thoughts on what you want to know.  **Links to Include/Other Notes for the post:**   * Heart Rate * Blood Pressure * Oxygen * Calories Burned * State of the art monitoring device * Connects to any smart phone |
| **Post #3** | |
| exercise outside ... University of Nebraska - Lincoln | **Social Media Platform:**  Instagram  **Strategy Used:** Leveraging FOMO  **Copy to Accompany the Post:**  Set yourself up for a happy life!  **Links to Include/Other Notes for the post:**  Regular exercise improves your overall physical and mental health. |
| **Post #4** | |
| Sunset Images – Browse 19,101,501 Stock ... Adobe Stock | **Social Media Platform:** Instagram  **Strategy Used: E**ncouraging conversation  **Copy to Accompany the Post:**  Walk the white sandy beaches under a beautiful pink, yellow and orange sunset.  **Links to Include/Other Notes for the post:**  #hearthealthy |
| **Post #5** | |
| Premium Photo | A heart with a ... Freepik | **Social Media Platform:** Instagram  **Strategy Used:** Encouraging conversation  **Copy to Accompany the Post:** Keep your numbers close to your heart.  **Links to Include/Other Notes for the post:**  #what should your numbers be  #how to get heart healthy |
| **Post #6** | |
| Playful african american multi ... Adobe Stock | **Social Media Platform:** Instagram  **Strategy Used:** FOMO  **Copy to Accompany the Post:** Keep up with your family life!  **Links to Include/Other Notes for the post:**  Stay healthy to be with your family  Enjoy being active with your family |
| **Post #7** | |
| Freedom Beach – A Hidden Phuket Beach TNG Holidays | **Social Media Platform:** Specify the platform here (Facebook, Twitter, etc.)  **Strategy Used:** FOMO  **Copy to Accompany the Post:** Live your life to its fullest!  **Links to Include/Other Notes for the post:**  Don’t let your health stop you from doing what you love. |