**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 familyEnjoy being active with your family |
| **Post #7** |
| Freedom Beach – A Hidden Phuket BeachTNG 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.  |