

# ECARDS & MEMES

Saskatchewan *in motion* has produced a series of informative and humorous e-cards/memes. These Active e-cards contain key messaging that can be easily shared via social media channels to start conversations regarding the physical inactivity issue facing Saskatchewan children and youth. These e-cards contain thought-provoking and engaging content to create a long-term buzz.

## Here are 10 great ways to use the Saskatchewan *in motion* Active e-cards:

1. Post to your Facebook Page.
2. Share on Twitter.
3. Send as an email to your friends, coworkers, and family members.
4. Print and mail like regular postcards to community leaders, teachers, elected officials.
5. Use as a print ad in your local paper, sports handout, or newsletter.
6. Pin it on Pinterest.
7. Post it on your website, with the option to share.
8. Share it in your monthly e-newsletter.
9. Can be used to get attention or as an invitation to recruit new members for your *in motion* team and also to spread the word of the physical inactivity issue.
10. Print and post on your community or school bulletin board.

## SOCIAL MEDIA POSTING TIPS

- Ensure that the message is consistent with Saskatchewan *in motion's* values and goals.
- Show your personality through social media posts.
- Be consistent with your messages.
- Post relevant content that adds value for your followers. Tips, learn how's, and did you knows are beneficial for your audience.
- Post regularly. To make things easier, use a social media management tool such as HootSuite.
- Repost your messages. Remember not every member of your audience is going to see everything you post each time.
- Be brief with your wording so it's easy for people to read and understand your message.
- Use images and videos on social media. It sets your post apart from others!
- Use a URL shortening online tool to condense any URL's you are posting. This will take up fewer characters in your posts. A great one to try is Bitley.
- Keep your content up to date!
- Have a plan on how to deal with any negativity on your pages. Don't engage in social media wars. Take the high road.
- Be sure to quickly reply to your followers who comment or pose a question to you on social media.