

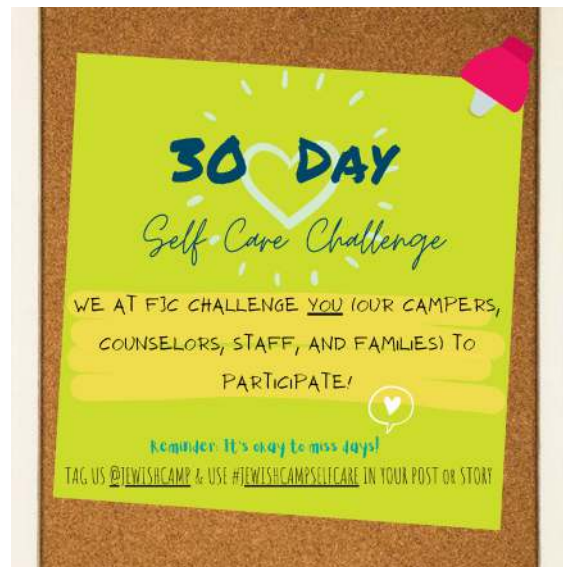
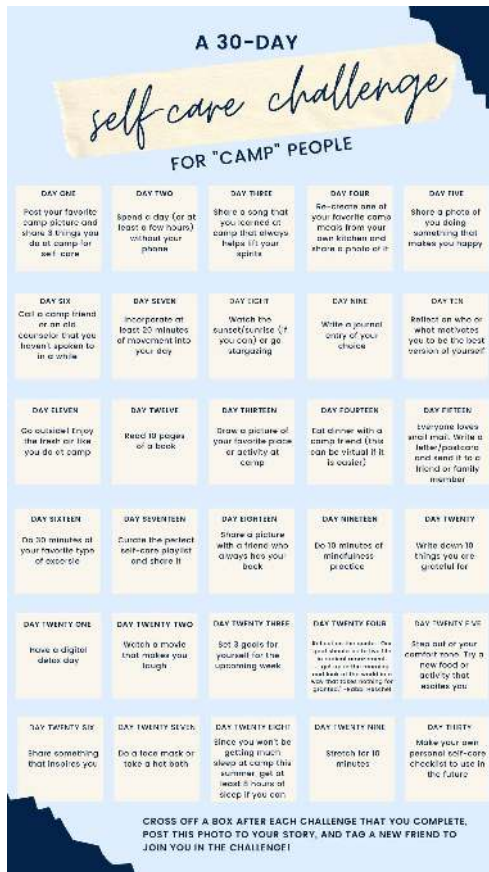
FJC MENTAL HEALTH AWARENESS MONTH SOCIAL MEDIA PLAN

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FJC SOCIAL MEDIA ACCOUNT INSTRUCTIONS

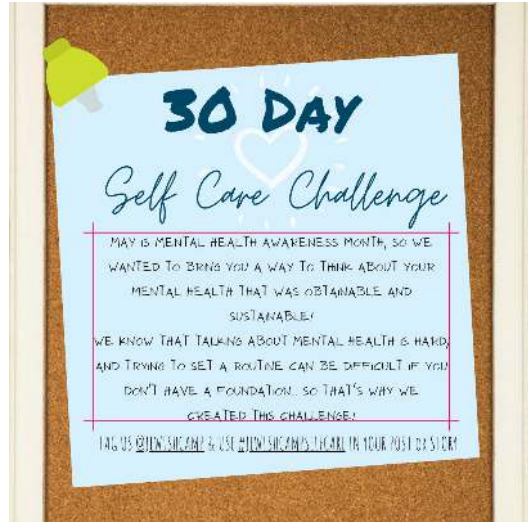
ALL of the graphics can be found in the shared folder “instagram feed posts” as JPEGs and PNGs.

In the days leading up to the challenge start date, we hope that FJC will reach out to Jewish summer camps and organizations and “give them early access to the 30-day Self Care Challenge instagram story template and the photo explaining the challenge (both attached below). It would be beneficial to have these organizations share the story template with their campers and staff on the day that the challenge begins. They could choose to do so by posting it to their own social media account and nominate people by tagging their instagram accounts, and/or they could email it to their camp communities and ask them to share the post on their individual accounts.



On **DAY ONE** of the challenge FJC should post the below light blue template to their instagram story and tag as many accounts as possible in their post.

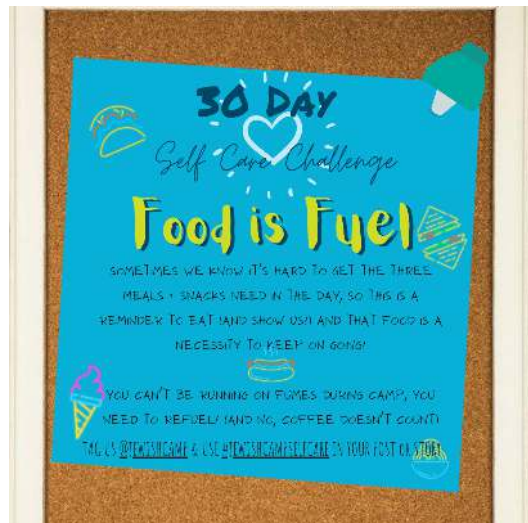
Additionally FJC should post the light blue colored explanation post (seen below) on their actual feed (not a story, but a real post).



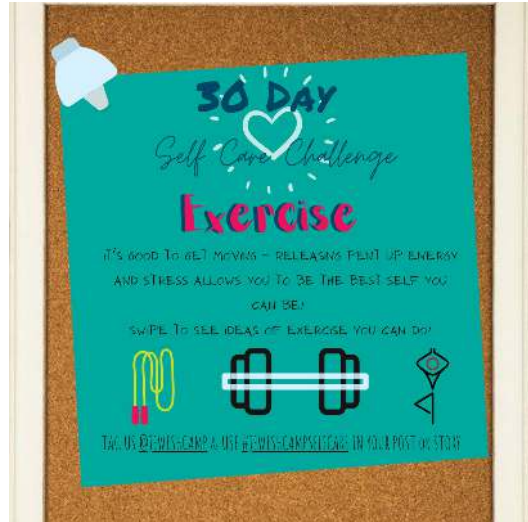
On **DAY TWO** of the challenge FJC should post the yellowish challenge & reminder that it's okay to miss days post on their feed. This post could also be shared on FJC's instagram story on numerous days, and on the facebook account.



On **DAY FOUR** of the challenge FJC should post the corresponding light blue "Food is Fuel" picture on their feed.



On **DAY SIXTEEN** of the challenge FJC should post the corresponding green 'Exercise' graphic. Additionally, if needed Gala has filmed several videos of her performing example exercises which can be found in the "Videos for day 16" folder.



On **DAY TWENTY** of the challenge FJC should post the corresponding pink 'Mindfulness' graphic. If possible we would like FJC to also include/post the FJC meditation videos as resources for this day.



On **DAY TWENTY-NINE** of the challenge FJC should post the corresponding dark blue 'stretching' graphic on their account.



PARTICIPANT INSTRUCTIONS:

Each day participants will post the challenge on their story or instagram, and circle the day that they are participating in. They will tag FJC by using a hashtag and nominate one friend at the end of each day to join in the challenge. The hope is by the end of the 30 days the challenge will have spread to Jewish campers and staff from around the world