# #mayathonbuddy

# **Tuesday 28th Apr – Tuesday 26th May 2020**

## **Campaign messages to be scheduled (Facebook & Twitter)**

Twitter: [@mayathonbuddy](https://twitter.com/mayathonbuddy)

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| **Day /Date****& Reason** | **Context** | **Facebook** | **Twitter** | **Graphics File (Optional or use your own)** |
| Post 1: Tue 28th AprIntroduction to Campaign | It's never been more important for everyone to be active, stay well and feel connected. Here at [Get Berkshire Active](https://getberkshireactive.org/?utm_source=newsletter&utm_medium=gba&utm_campaign=mayathon) we're supporting the mayathon challenge. That’s to buddy-up with a friend, family or colleague (virtually), starting on 1st May, to complete an unbroken streak of 26 minutes of exercise a day for 26 days. Our own version of a marathon! It can be any activity, any intensity – no need to leave home! Let's stay active (virtually) together. Who will you challenge? Join us using #mayathonbuddy. To find out more about the challenge and free mayathon app to support go [mayathon.com](https://bit.ly/2VxHOk5). For ideas and free resources to help everyone stay active at home and information about exercising safely, go to [sportengland.org/stayinworkout](https://www.sportengland.org/stayinworkout) and follow #StayInWorkOut. | It's never been more important for everyone to be active, stay well and feel connected. Here at Get Berkshire Active we're supporting the mayathon challenge to complete an unbroken streak of 26 min of daily exercise for 26 days in May and buddy with a friend, family or colleague (virtually). Any activity, any intensity, at home - it’s our own version of a marathon. Find out more and download the free mayathon app here [bit.ly/3bfOsC6](https://bit.ly/3bfOsC6) #mayathonbuddy. Who will you challenge?#Stayinworkout  | It's never been more important to be active, stay well and feel connected. We’re supporting the #mayathonbuddy Challenge to complete an unbroken streak of 26 min of daily exercise for 26 days with a virtual buddy in May. Details here: [bit.ly/2K6EJ5n](https://bit.ly/2K6EJ5n)  | mayathon Video 1 |
| Post 2: Friday 1st May Purpose, goal setting and safety | It's Day 1 of the mayathon challenge - that’s 26 minutes of exercise every day for 26 days with a buddy! This challenge is about staying well and active (virtually) together. Being active isn’t just good for our physical health, it’s great for mental wellbeing too - able to help improve our mood and relieve stress. You can track your progress and your buddy’s using the free mayathon app at [mayathon.com](https://bit.ly/2VxHOk5) or you could use a printable tracker instead. What’s your goal?If you haven't been active recently, remember to start slowly and gradually, and consider splitting your 26 minutes into smaller chunks too - it's not about how far or how fast! For physical activity guidelines and information about exercising safely, visit [bit.ly/3afS6dS](https://bit.ly/3afS6dS) . | It’s Day 1 of the mayathon Challenge - 26 minutes of exercise every day for 26 days with a buddy [bit.ly/3bfOsC6](https://bit.ly/3bfOsC6)! Let’s be active and stay well at home (virtually) together. If you haven't been active recently, remember to start slowly and gradually, and consider splitting your 26 minutes into smaller chunks too - it's not about how far or how fast! For guidelines and information about exercising safely, go to [bit.ly/3afS6dS](https://bit.ly/3afS6dS) #StayinWorkout  | It’s #mayathonbuddy Day 1! [bit.ly/2K6EJ5n](https://bit.ly/2K6EJ5n) If you haven't been active recently, start slowly and gradually, + split your 26 mins into smaller chunks. It's not about how far or fast but feeling great and connected! Read this before starting [bit.ly/3afS6dS](https://bit.ly/3afS6dS)  | Ready Steady Go |
| Post 3: Day 5 Tuesday 5th May – Mental Health |  | Being active isn’t just good for our physical health, it’s great for mental wellbeing too - able to help improve our mood and relieve stress. #mayathonbuddy Free App will track your progress and ask you how you’re feeling or you could use our calendar to track instead [bit.ly/3bfOsC6](https://bit.ly/3bfOsC6)  | Being active is great not just for physical health, but our mental wellbeing too as it can help improve our mood and relieve stress. #mayathonbuddy Free App will track your progress and how you’re feeling or you could use our calendar to track instead [bit.ly/2K6EJ5n](https://bit.ly/2K6EJ5n)  | mayathon Me & You |
| Post 4: Day 8 Friday 8th May, Bank Holiday – Inclusive, everybody | It’s Day 5 of the mayathon challenge! It’s important for everyone to stay active at this time, whatever your age or mobility and whatever space you have. There are lots of resources out there to support everyone at home including families, older adults, and people with disabilities or long-term conditions. If you’re supporting someone who doesn’t have access to a computer, lots of these resources are printable too. Do you know someone who wants to be more active you could support? By being active for 26 minutes every day, adults (19+ years) are meeting the national physical activity recommendation to aim to be moderately active for at least 150 minutes per week. Adults should also aim to build strength and improve balance on at least 2 days a week (full guidelines displayed in colourful infographics are [here](https://www.gov.uk/government/publications/physical-activity-guidelines-infographics)). | It’s important for everyone to stay active at this time, whatever your age or mobility level. Do you know someone who wants to be more active you could support? See the resources to support everyone in their mayathon Challenge including families, older adults, and people with disabilities or long-term conditions[bit.ly/2Vdm3XR](https://bit.ly/2Vdm3XR) If you’re supporting someone who doesn’t have access to a computer, lots of these resources are printable too. | It’s important for everyone to stay active now whatever your age or mobility level. See resources to support everyone in their #mayathonbuddy Challenge including families, older adults, and people with disabilities or long-term conditions[*bit.ly/3acHE7c*](https://bit.ly/3acHE7c)  | mayathon Campaign Line |
| Post 5: Day 12 Tuesday 12th May – Guidelines  |  | By being active for 26 minutes every day through the mayathon challenge, adults (19+ years) are meeting the national physical activity recommendation to aim to be moderately active for at least 150 minutes per week. Adults should also aim to build strength and improve balance on at least 2 days a week. View full guidelines displayed in colourful infographics here [bit.ly/2yfjStP](https://bit.ly/2yfjStP) | Hey #mayathonbuddy by being active for 26 minutes every day, adults are meeting national physical activity guidelines to be moderately active for at least 150 minutes each week. Full guidelines here [bit.ly/2yfjStP](https://bit.ly/2yfjStP) | mayathon Trainers |
| Post 6: Day 15 Friday 15th May - Mental wellbeing benefits | We’re more than half-way through the mayathon challenge! Being active can help build routine and structure into our days while we’re at home. But did you also know it can improve your mood, relieve stress, help you sleep and help manage conditions like anxiety and depression? Evidence shows being active can reduce anxiety and depression by up to 30% and is [recommended by experts](https://www.nhs.uk/conditions/stress-anxiety-depression/exercise-for-depression/) to help relieve symptoms. Being active with a buddy (virtually) can support and motivate each other to stay active and gain the benefits. **Have you noticed a different in your mood or how well you sleep after you exercise?** You can use the free [mayathon app](https://getberkshireactive.org/mayathon?utm_source=newsletter&utm_medium=gba&utm_campaign=mayathon) to track how you're feeling each day, as well as your daily activity, and motivate your buddy!  | Being active can help build routine and structure into our days while we’re at home. But did you also know it can improve your mood, relieve stress, help you sleep and help manage conditions like anxiety and depression? There are great ideas here [bit.ly/2Vdm3XR](https://bit.ly/2Vdm3XR) . Being active with a buddy (virtually) can support and motivate each other to stay active, feel connected and gain the benefits. Use the free mayathon app to track how you're feeling each day, as well as your daily activity, and motivate your buddy! <https://bit.ly/3bfOsC6> . Who is your #mayathonbuddy? | Being active builds routine into our days while we’re at home, boosting wellbeing. Find great ideas here [*bit.ly/3acHE7c*](https://bit.ly/3acHE7c). Being active with a buddy (virtually) can support and motivate each other to stay well, be active, and feel connected. Who is your #mayathonBuddy?  | Video Arms Up |
| Post 7: Day 19 Tuesday 19th May – Physical activity benefits + Strength and Balance | It's Day 19 of the mayathon challenge! Have you ever heard exercise called a ‘miracle drug’? That’s because physical activity can reduce the risk of more than 20 different health conditions including dementia, type 2 diabetes and even some types of cancers. And it’s able to help manage lower back pain, musculoskeletal (MSK) conditions and arthritis, plus many more. Exercise doesn’t need to be high intensity or fast – it can be slow and gentle like Yoga, Pilates and seated exercises. Building strength and improving balance and flexibility are key parts of staying active. Take a look at these resources from the [NHS Fitness Studio](https://www.nhs.uk/conditions/nhs-fitness-studio/). | Exercise for your #mayathonbuddy Challenge doesn’t need to be high intensity or fast – it can be slow and gentle like Yoga, Pilates and seated exercises. Building strength and improving balance and flexibility are key parts of staying active. Plus being active can help manage lower back-pain, arthritis, MSK conditions. See some ideas here [bit.ly/2RIMgv9](https://bit.ly/2RIMgv9)  | Your #mayathonbuddy Challenge doesn’t need to be high intensity or fast – it can be slow and gentle like Yoga, Pilates and seated exercises. Building strength and improving balance are key. See ideas here [bit.ly/2RIMgv9](https://bit.ly/2RIMgv9) | mayathon Video 1 |
| Post 8: Day 22 Friday 22nd May – Habit and routine, maintenance  | It’s Day 22 and we've nearing the end of our 26-day mayathon challenge! The more we enjoy doing our activity, the more likely we’ll keep it up, so if you haven’t found what you like yet there’s still time to try something new! You may need to try out lots of different activities before you find the one you like. By building activity into our day-to-day routines, we’re most likely to continue with it - and keep getting the benefits. **What activity do you enjoy doing most?** If you need some inspiration try taking a look at [This Girl Can](https://www.thisgirlcan.co.uk/) and [We Are Undefeatable](https://weareundefeatable.co.uk/) resources. | We’ve nearing the end of our 26-day mayathon challenge! By building activity into our day-to-day routines, we’re most likely to continue with it. The more we enjoy doing our activity, the more likely we’ll keep it up, so if you haven’t found what you like yet there’s still time to try something new!  If you need some inspiration try looking at #ThisGirlCan [bit.ly/3bhEG2k](https://bit.ly/3bhEG2k) and #WeAreUndefeatable [bit.ly/3er5yiE](https://bit.ly/3er5yiE) resources. **What activity do you enjoy doing most?** #StayInWorkOut  | We’re nearing the end of our 26-day #mayathonbuddy challenge! By building activity into our routines, we’re most likely to continue with it. Haven’t found your activity yet? Take a look at #ThisGirlCan [bit.ly/3bhEG2k](https://bit.ly/3bhEG2k) #WeAreUndefeatable and [bit.ly/3er5yiE](https://bit.ly/3er5yiE)  | Me & You Together |
| Post 9: Day 26 Tuesday 26th May – Success and benefits | It's the last day of our Mayathon challenge! Well done everyone who has taken part. Over these past 26 days, you and your buddy will hopefully be feeling fitter, moods lifted, and more connected. You might have achieved a new goal, tried something new or developed a whole new routine - **Tell us about your mayathon experience!** At Get Berkshire Active we're going to keep being active every day. Remember there are lots of [free resources](https://www.sportengland.org/stayinworkout) out there to support you to continue to stay active. Don’t worry, the free [mayathon app](https://getberkshireactive.org/mayathon?utm_source=newsletter&utm_medium=gba&utm_campaign=mayathon) will continue to be available to track your activity and mood and buddy-up! | It's the last day of our mayathon challenge! Well done everyone who has taken part. Over these past 26 days, you and your buddy will hopefully be feeling fitter, moods lifted, and a bit more connected. And maybe developed some new routines. **Tell us about your mayathon experience!** | It's the last day of our #mayathonbuddy challenge! Well done everyone who has taken part. Over these past 26 days, you and your buddy will hopefully be feeling fitter, moods lifted, and a bit more connected. Tell us about your mayathon experience! | Celebration Medal |