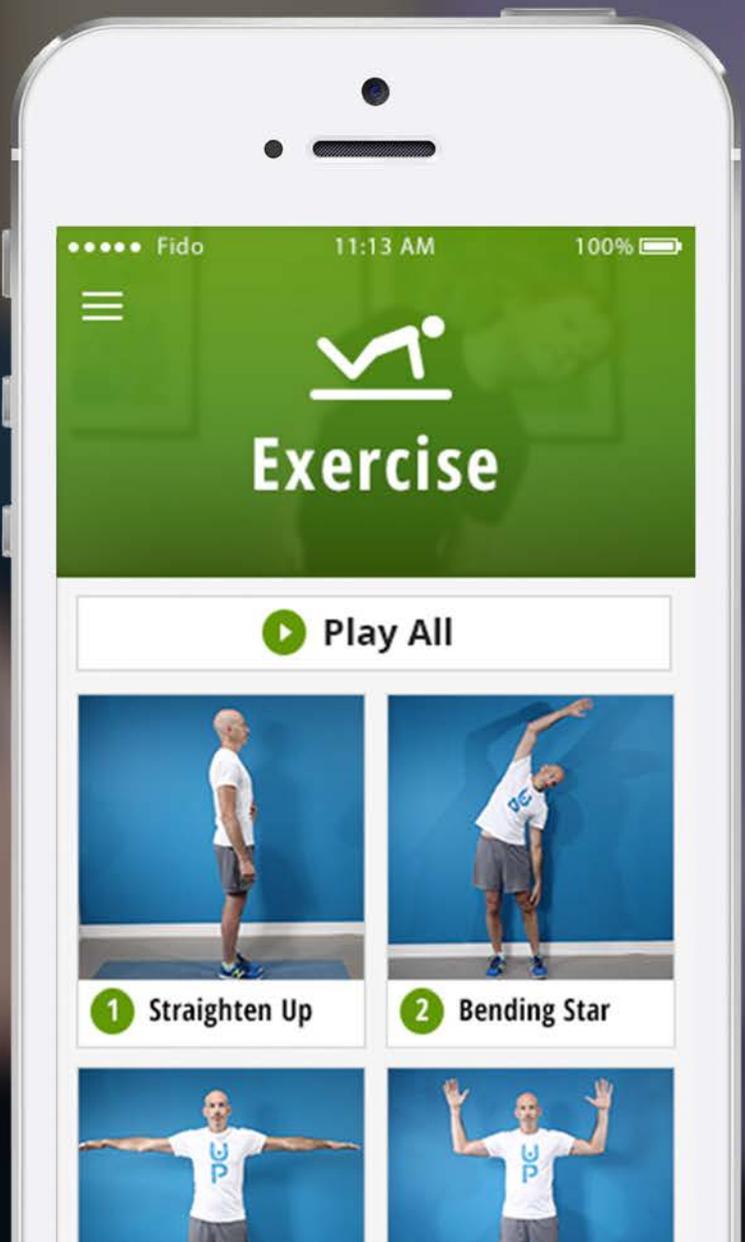




Straighten Up
Canada

Social Media Toolkit





Straighten Up Canada

Overview

The purpose of the social media kit is to invite the Provincial associations and members to coordinate our collective efforts to promote the launch of the *Straighten Up Canada* app on World Spine Day.

Should you have any questions, please contact info@chiropractic.ca.

Social Media Content & Visuals

The following are suggested social media messages for partner organizations to use for the Straighten Up Canada campaign in support of World Spine Day on October 16. We have kept messages within the 140 character count limit to work on all social media platforms, including Twitter and Facebook.

After October 16, the Straighten Up Canada social media messages included in this document can still be used as long as they don't reference World Spine Day.

Images have been included in the accompanying .zip file *Social Contact Sheet*. Refer to the enclosed contact sheet with thumbnail images and file names for reference.

Download the App for Your Devices



Straighten Up Canada

We've partnered with @CanChiroAssoc to bring you the #straightenupcanada app. Learn more: straightenupcanada.ca #posturebreak

Your posture is an integral part of how your entire body functions. In just 3 minutes a day, you could see a difference. straightenupcanada.ca #posturebreak

Stretching for just 3 minutes a day can help you feel taller and stronger. Try the #straightenupcanada app! straightenupcanada.ca #posturebreak

How's your posture? Improve your spinal health with the #straightenupcanada app. Download: straightenupcanada.ca #posturebreak

There are over [number] people in [province] suffering from musculoskeletal disorders. Sound like you? straightenupcanada.ca #straightenupcanada

Becoming more mindful of your posture can result in a wide range of health benefits. Learn more: straightenupcanada.ca #straightenupcanada

Celebrate #worldspineday on October 16 and download the #straightenupcanada app. Improve your posture in just 3 minutes a day. straightenupcanada.ca

In support of #worldspineday tomorrow, Canada's chiropractors want you to Straighten Up and Move with the new #straightenupcanada app. Download: straightenupcanada.ca

Reach for better posture today for #worldspineday and download the #straightenupcanada app. straightenupcanada.ca

Straighten Up Canada

#didyouknow: Today is #worldspineday. Download the #straightenupcanada app and improve your spine health. straightenupcanada.ca

#didyouknow: Each year, over 11 million Canadians suffer from back pain, neck pain, headaches and migraines. Chiropractors can change this. straightenupcanada.ca

#didyouknow: You don't need a referral to see a chiropractor. straightenupcanada.ca #spinehealth

#didyouknow: Chiropractic care is covered under most Canadians' extended health benefits. straightenupcanada.ca #spinehealth

#didyouknow: Lower back pain and other musculoskeletal conditions account for 1/3 of missed work in Canada? straightenupcanada.ca #spinehealth

Hashtag parameters & usage protocol

Hashtags are an important part of the Straighten Up Canada campaign. They provide a better way to unite external participation among consumers and allow for more definitive internal measurement.

Specific hashtags have been identified that are relevant and easy to understand for the campaign.

- #straightenupcanada
- #posturebreak
- #spinehealth
- #perfectposture
- #worldspineday
- #spineselfie

When mentioning the campaign on Twitter, use the hashtag **#straightenupcanada** which cuts down on two characters for the overall tweet and allows better tracking of all related tweets from each partner organization. The last two hashtags should only be used when specifically mentioning the Spine Selfie campaign or World Spine Day.

Space permitting, use one or more of the three additional hashtags to provide context to the tweet. Always err on the side of ensuring the message is clear first, and then only add hashtags when they will fit – without compromising the intent of the tweet.

Examples

All it takes is 3 minutes to make a difference in your posture. Do you have the time?
straightenupcanada.ca #posturebreak

STRONG. *This is a good example of a concise, clear tweet with a strong call to action and a relevant hashtag included at the end – after the link to learn more about the app.*

@Username that's great! Glad you're enjoying the app! #straightenupcanada #posturebreak #spinehealth #spineselfie

WEAK. *Too many hashtags being used. Not necessary when replying to people – can easily make the account seem impersonal, too promotional.*

Wow! We've seen 2,000 of you #improveyourposture with the Straighten Up Canada app!
straightenupcanada.ca

WEAK. *Not a suggested hashtag. Too long – hard to read. Did not use the #StraightenUpCanada hashtag.*

Who's feeling taller and stronger today? straightenupcanada.ca #straightenupcanada #perfectposture

STRONG. *Most relevant hashtags used, link in the right place.*

Spine Selfie Guidelines

We anticipate that we will see a number of people uploading images of their spines to support spinal awareness on World Spine Day. We encourage retweeting/sharing or favouriting these images. In most cases, this would be the most appropriate route for engaging with the consumer and potentially sharing their image with your audiences.

It would be tempting to assume the owner of the photo is open to CCA or one of the partner organizations sharing this image on our own social media channels. However, we suggest that everyone be cautious and:

- Ask permission before using a consumer participant's image;
- Credit the creator of the image with a link to the social media profile from where it originally was posted.

The process for achieving permission:

1. Identify compelling piece of consumer generated content	
2. Reach out to the consumer responsible for this content	<i>@username we love your #spineselfie. Would you mind if we shared it with our fans? Crediting you of course.</i>
3. Receive permission (yes/no)	
4. Post #spineselfie content	<i>Check out this incredible #spineselfie from @username. Did you take 3 minutes for your back today?</i>

Frequently Asked Questions & Responses

Below are the questions we anticipate are most likely to come up during this promotion. Although the information and general tone should stay the same, each response should be personalized to the specific circumstance.

The responses have been tailored to Twitter and Facebook, where we anticipate the majority of conversations will occur. In the event a response is needed on a different platform, use the shorter or longer version according to what seems most fitting for the individual conversation.

<p>What is the Straighten Up Canada mobile app?</p>	<p>Twitter: @username A mobile app to improve posture and spinal health through 12 short exercise videos. Just 3min a day for #perfectposture!</p> <p>Facebook: Straighten Up Canada is a mobile app for improving posture and spinal health through twelve short exercise videos. Spend just three minutes a day doing these exercises and you'll be well on your way to better spinal health!</p>
<p>How do I download it?</p>	<p>Twitter: @username The app can be downloaded for free through the Apple app store, Google Play store or straightenupcanada.ca.</p> <p>Facebook: The app can be downloaded free of charge by visiting the Apple App Store on your iOS device and/or Google Play Store on the Android device. More information about the program and links to download will also be available on www.straightenupcanada.ca. Let us know what you think!</p>
<p>How much does the Straighten Up Canada app cost?</p>	<p>Twitter: @username The app is free and works on iOS and Android devices. Learn more about it at straightenupcanada.ca</p> <p>Facebook: Great question, [name]! The app is free and works on iOS and Android devices. Learn more: straightenupcanada.ca</p>
<p>How long does it take to do these exercises?</p>	<p>Twitter: @username These simple stretching exercises only take 3 min/day to do. It's that easy!</p> <p>Facebook: Just 3 minutes a day, [name!] Then you're on your way to improved posture and better spinal health.</p>
<p>Is this app actually proven to improve posture?</p>	<p>Twitter: @username Yes - a study in the US found that people who used the app daily for 5 weeks experienced improved posture and more.</p> <p>Facebook: Yes - a study in the US found that people who used the app daily for 5 weeks experienced improved posture and more.</p>

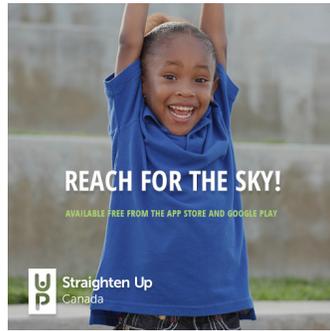
How can I monitor my progress?	<p>Twitter: @username Click 'Track' and log your workout on the calendar. Click 'Log and Exit' to save your progress.</p> <p>Facebook: You can monitor your progress by using the Track functionality. The Track page shows a calendar interface. You can log your posture workout everyday by tapping on the date and then clicking "Log and Exit". If you forget to log your workout for any day, you can go back to that date and log your workout. Once you log your workout, you can monitor your progress in the graph that shows just below the calendar interface.</p>
How does the Find a Chiropractor search function work?	<p>Twitter: @username Use your current location to find a chiro nearby or enter postal code of desired location. Also search by name, city or province.</p> <p>Facebook: It's simple — all you need to do is use your current location to find a chiropractor nearby, or enter the postal code of your desired location. You can also search by First Name, Last Name, City or Province.</p>
Why can't I find the chiropractor's information that came up when I previously used the Find a Chiropractor function?	<p>Twitter: @username The app randomly generates a list of chiropractors based on your search parameters. The results may vary with each search.</p> <p>Facebook: The results may vary [name]. The app randomly generates a list of chiropractors within the vicinity of your search parameters.</p>
Is the app available in other languages besides English?	<p>Twitter: @username Yes - the app is currently available in English and French.</p> <p>Facebook: Yes, the Straighten Up Canada app is currently available in English and French.</p>
Why doesn't the app work on my iOS device?	<p>Twitter: @username The app currently requires iOS 7.0 or above. It may not run properly on older versions.</p> <p>Facebook: There could be a number of reasons why your app may not work on your iOS device. The app currently supports devices running iOS 7.0 or above. If your device is on an older version of the iOS, it may not run properly.</p>
How do I report a technical problem with the app?	<p>Twitter: @username Click Report App, include device name, iOS on the</p>

	<p>device and actions you performed, and email to support@straightenupcanada.ca</p> <p>Facebook: You can report any technical problems directly using the Report Problems and mailing it to support@straightenupcanada.ca. While mailing the issues, please also include the device name, iOS on the device and the actions you performed.</p>
Who can I contact if I have a question or recommendation about the app?	<p>Twitter: You can email all questions or recommendations to support@straightenupcanada.ca.</p> <p>Facebook: You can email all questions or recommendations to support@straightenupcanada.ca.</p>
How is my posture affected by daily activities?	<p>Twitter: @username Poor posture is caused by inactivity, being hunched over our desks and jobs that require repetitive physically taxing work.</p> <p>Facebook: Poor posture can be caused by long periods of inactivity, being hunched over our computers or handheld devices, repetitive, physically taxing activities in our jobs. That's why it's important to take these three minutes every day to stop, stretch and improve your spinal health, [name]!</p>
Who is affected by poor posture?	<p>Twitter: @username Anyone - young or old - can be negatively impacted by poor posture.</p> <p>Facebook: Anyone, young or old, can be negatively impacted by poor posture, [name].</p>
What are the benefits of stronger posture and improved spinal health?	<p>Twitter: @username There are a number of benefits but decreased wear on joints, less muscle pain, and increased flexibility are just a few!</p> <p>Facebook: There are a number of benefits from maintaining good posture, [name]. Good posture keeps bones and joints in alignment, allows your body to use less energy for daily tasks, decreases wear on joints as well as stress on ligaments, helps prevent back ache and muscular pain, increases flexibility and spinal stress tolerance. Plus, it makes you look great!</p>

FACEBOOK POSTS



facebookpost-1.jpg



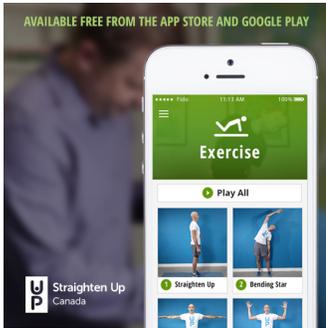
facebookpost-2.jpg



facebookpost-3.jpg

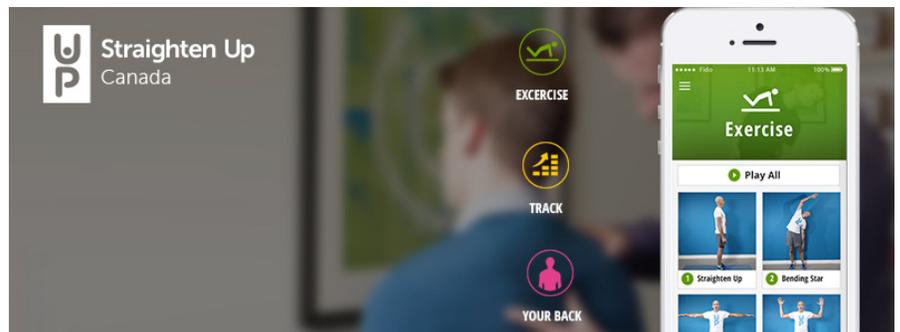


facebookpost-4.jpg



facebookpost-5.jpg

FACEBOOK BANNER

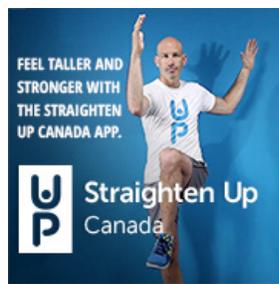


Facebook-Banner.jpg

EMAIL SIGNATURE - Please hyperlink to straightenupcanada.ca



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email-signature-2.jpg



email-signature-3.jpg

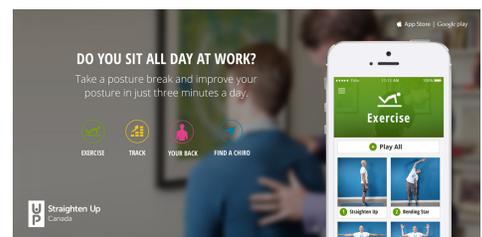
TWITTER POSTS



twitter-1.jpg



twitter-2.jpg

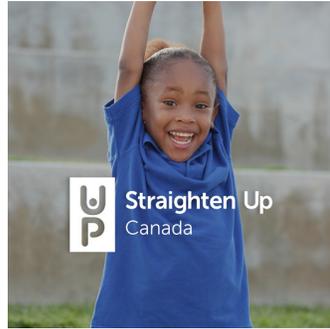


twitter-3.jpg

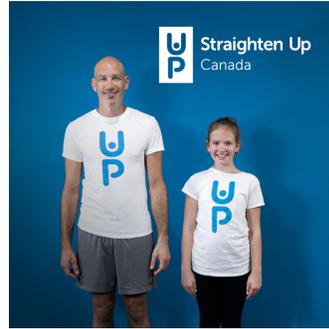
SOCIAL POSTS - NO TEXT



social-notxt-1.jpg



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