

PARTICIPACTION REPORT CARD ON PHYSICAL ACTIVITY FOR CHILDREN AND YOUTH 2016 SOCIAL MEDIA KIT

ParticipACTION has prepared a number of posts to make it easy for you to communicate the information from the 2016 ParticipACTION Report Card on Physical Activity for Children and Youth to your Facebook and Twitter followers.

Facebook

Use one of the prepared social media messages and Facebook badge provided to post to your Facebook page. Start a discussion, post the infographic or tap into existing content on the topic of interest and provide a link to the Report Card. [Be sure to visit us on Facebook!](#)

Twitter

Use @ParticipACTION and/or #ReportCard when posting about the Report Card whenever possible. You can also share the Twitter card provided. [Follow us on Twitter!](#)

Join our Twitter Chat!

One week after the #ReportCard launch, ParticipACTION and Today's Parent will host an #RCtwitterparty to get Canadian parents engaged with some of the leading experts on sleep and physical activity for children. Participants will be eligible to win active prizes. **Join us on Tuesday, June 21st from 9:00PM to 10:00pm EST!**

Pre-Written Social Media Messaging

We have prepared the below messages for Facebook and Twitter to help you communicate the findings in the Report Card and create discussion within your networks about issues and solutions to increase physical activity for children and youth. *TIP! Including an image with your post or tweet increases audience interest in your message and extends reach.*

Feel free to create your own tweets and posts. Refer to the Full Report for recommendations and key findings to form messages and encourage dialogue about the issues that matter most to your organization.

Use these messages to announce the release of the Report Card:

- Breaking! For the 1st time, ParticipACTION assigns a sleep grade to Canada's kids. See: participACTIONreportcard.com
- New research on sleep, physical activity + sedentary behaviour shows a creeping 'sleepidemic' among Canadian children and youth. #ReportCard
- Breaking! ParticipACTION announces new CDN 24-Hour Movement Guidelines for Children + Youth. participACTIONreportcard.com
- For kids, sleep is an essential component of healthy cognitive and physical development. participACTIONreportcard.com
- New guidelines say, kids + youth need to Sweat, Step, Sleep and Sit in prescribed amounts participACTIONreportcard.com

- ParticipACTION brings a new health indicator into focus with the 2016 #ReportCard: Sleep participACTIONreportcard.com
- It's a vicious cycle when kids don't sleep enough. They're too tired for activity during the day, but not tired enough at night. #ReportCard
- Good sleep is created when kids get off the couch, away from screens with regular heart-pumping activity #ReportCard
- Canadian kids need to Sweat, Step, Sit and Sleep in the right amounts to see health benefits participACTIONreportcard.com
- Only 9% of 5-17 year olds get the recommended 60 min. of heart-pumping activity they need each day. #ReportCard
- Did u know, 31% of school-aged kids + 26% of adolescents are sleep-deprived? Read the report participACTIONreportcard.com
- Sweat, step, sit and sleep. Children with higher physical activity levels get better sleep participACTIONreportcard.com
- #ReportCard: D minus! Only 9% of Cdn kids meet reco 60 mins of heart-pumping activity per day. participACTIONreportcard.com
- Canada's kids receive a D- for overall #physicalactivity levels. Find out why: participACTIONreportcard.com #ReportCard

Images for Social Media

These images and more are provided on the ParticipACTION [website](http://participACTIONreportcard.com), and were developed to accompany the above messages or messages that you create.

Facebook Badge



Twitter Card



Images above are not true to actual size.