

IT'S TIME TEXAS PRESENTS
HEALTHY
TEXAS
WEEK May 1st - 7th, 2017

POWERED BY



**BlueCross BlueShield
of Texas**

A Division of Health Care Service Corporation, a Mutual Legal Reserve Company,
an Independent Licensee of the Blue Cross and Blue Shield Association

2017 Healthy Texas Week Sharing Guide

Shop, Sweat, and Share with us during the healthiest week of the year!

Connect with us:



[Facebook.com/ITSTIMETX](https://www.facebook.com/ITSTIMETX)



[Twitter.com/ITSTIME](https://twitter.com/ITSTIME)



[Instagram.com/ITSTIMETX](https://www.instagram.com/ITSTIMETX)

Hashtag: **#HealthyTexasWeek**

**** To Share Before Healthy Texas Week (Prior to May 1st, 2017) ****

FACEBOOK



Healthy Texas Week is right around the corner! Help [IT'S TIME TEXAS](#) make it the healthiest week of the year in the Lone Star State by posting pictures on social media whenever you Shop (for healthy items) or Sweat (by getting active). Share pictures and videos with the hashtag #HealthyTexasWeek for a chance to win awesome, healthy prizes every day! Learn more and commit to your healthiest week at:

<http://www.healthytexasweek.com/>



Healthy Texas Week, scheduled for May 1st-7th, is the healthiest week of the year in the Lone Star State! Join us and [IT'S TIME TEXAS](#) for this week-long celebration of healthy living by making healthy choices each day and sharing pictures and videos on social media with #HealthyTexasWeek! Learn more at:

<http://www.healthytexasweek.com/>



Counting down to Healthy Texas Week 2017! **I've/we've committed** and **am/are** planning fun ways to Shop, Sweat, and Share every day from May 1st - 7th! Join **me/us** and [IT'S TIME TEXAS](#) for the healthiest week of the year!

<http://www.healthytexasweek.com/>

TWITTER



I/We can't wait for #HealthyTexasWeek! May 1st-7th is the healthiest week of the year in #TX. @ITSTIME @BCBSTX healthytexasweek.com



Shop, Sweat, and Share w/ us and @ITSTIME May 1st-7th for #HealthyTexasWeek 2017! healthytexasweek.com



Mark your calendars for the healthiest week of the year, Texas! @ITSTIME #HealthyTexasWeek is May 1st-7th: healthytexasweek.com

INSTAGRAM



Counting down to Healthy Texas Week 2017! **I've/we've** committed and **am/are** planning fun ways to Shop, Sweat, and Share every day from May 1st - 7th. Join **me/us** and @ITSTIMETX for the healthiest week of the year! Learn more at >> healthytexasweek.com

#HealthyTexasWeek #HealthierTexas #Healthy #Texas #TX



Healthy Texas Week 2017 is right around the corner! Help @ITSTIMETX make it the healthiest week of the year in the Lone Star State by posting pictures and videos on social media whenever you Shop (for healthy items) and Sweat (by getting active)! Share with the hashtag **#HealthyTexasWeek** for a chance to win awesome, healthy prizes every day. Learn more and commit to your healthiest week: healthytexasweek.com

#HealthierTexas #Healthy #Texas #TX

**** To Share During Healthy Texas Week (May 1st-7th, 2017) ****

FACEBOOK



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

I'm/We're _____ [describe what you're doing in your photo] today for Healthy Texas Week! What are you doing to make it the healthiest week of the year?
[IT'S TIME TEXAS](#)

<http://www.healthytexasweek.com/>



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

It's Healthy Texas Week! Join us and [IT'S TIME TEXAS](#) to Shop healthier and Sweat more this week. Share photos and videos on social media with the hashtag #HealthyTexasWeek today through the 7th for a chance to win awesome, healthy prizes!

<http://www.healthytexasweek.com/>



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

I am/We are celebrating health this week by participating in Healthy Texas Week 2017! Join us and [IT'S TIME TEXAS](#) today through the 7th. Share pictures and videos on social media with the hashtag #HealthyTexasWeek when you Shop for healthy items and Sweat by getting active!

<http://www.healthytexasweek.com/>

TWITTER



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

Celebrate health with us by sharing healthy pics & vids with #HealthyTexasWeek!
@ITSTIME @BCBSTX healthytexasweek.com



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

Shop, Sweat, and Share w/ **me/us** and @ITSTIME this week for #HealthyTexasWeek!
healthytexasweek.com



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

Officially recognized by the #TXLege, this week is #HealthyTexasWeek! @ITSTIME to
join in: healthytexasweek.com



*** Attach a photo of yourself Shopping for healthy items or Sweating by getting active! ***

I'm/We're Shopping healthier, Sweating more & Sharing pics for @ITSTIME
#HealthyTexasWeek! Join in: healthytexasweek.com

INSTAGRAM



*** Post a photo of yourself Shopping for healthy items or Sweating by getting active! ***

I'm/We're _____ [describe what you're doing in your photo] today for
Healthy Texas Week! What are you doing to make it the healthiest week of the year?
@ITSTIMETX healthytexasweek.com #HealthyTexasWeek



**** Post a photo of yourself Shopping for healthy items or Sweating by getting active! ****

It's Healthy Texas Week! This week is officially recognized by the Texas Legislature as the healthiest week of the year in the Lone Star State. Join us with @ITSTIMETX to Shop healthier and Sweat more! Share photos with the hashtag #HealthyTexasWeek today through the 7th for a chance to win awesome, healthy prizes every day!



**** Post a photo of yourself Shopping for healthy items or Sweating by getting active! ****

I am/We are celebrating health this week by participating in Healthy Texas Week 2017! Join us and @ITSTIMETX today through the 7th and Share pictures with #HealthyTexasWeek when you Shop for healthy items and Sweat by getting active!

EMAIL TEMPLATE

Friends in health,

We are proud to announce our participation in **Healthy Texas Week**, powered by IT'S TIME TEXAS and presented by Blue Cross and Blue Shield of Texas! Healthy Texas Week is a week-long celebration of healthy living in the Lone Star State. _____ **[name of organization/business/school district or campus]** is excited to join in May 1st-7th by planning fun ways to **Shop, Sweat, and Share** throughout the week on social media with the hashtag **#HealthyTexasWeek!**

Here's how you can get involved:

- Visit www.healthytexasweek.com
- Commit to Healthy Texas Week on the website
- Plan fun ways to **Shop** and **Sweat** throughout the week and **Share** photos of your healthy actions on Facebook, Twitter and Instagram with the hashtag **#HealthyTexasWeek**
- Spread the word by forwarding this email and using the sample social media posts below:

For Facebook and LinkedIn:

Healthy Texas Week is right around the corner! Help [IT'S TIME TEXAS](#) make May 1st - 7th the healthiest week of the year in the Lone Star State by Sharing pictures and videos on social media whenever you Shop (for healthy items) and Sweat (by getting active)! Use the hashtag **#HealthyTexasWeek** for a chance to win awesome, healthy prizes every day. Learn more and commit at: www.healthytexasweek.com

For Twitter:

Mark your calendars for the healthiest week of the year, Texas! @ITSTIME #HealthyTexasWeek is May 1st-7th: healthytexasweek.com

Thank you for your commitment to the health of Texans!

Sincerely,

xx

MAY 1ST - 7TH, 2017



SHOP
Healthier



SWEAT
More



SHARE
To Win

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HEALTHY
TEXAS
WEEK

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healthytexasweek.com

[#HealthyTexasWeek](https://twitter.com/HealthyTexasWeek)

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**HOW HEALTHY
CAN YOU BE FOR
ONE WEEK, TEXAS?**



SHOP
Healthier



SWEAT
More



SHARE
To Win

healthytexasweek.com

[#HealthyTexasWeek](https://twitter.com/HealthyTexasWeek)

**I've committed to
shop healthier &
sweat more during
Healthy Texas Week
2017!**

[#HealthyTexasWeek](https://twitter.com/HealthyTexasWeek)

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