

Small Shifts Campaign Social Media Toolkit

Campaign Overview:

The Small Shifts campaign is designed to encourage individuals to make small, manageable changes in their daily routines that can lead to significant improvements in health and well-being. Through this campaign, Pennington Biomedical aims to empower and educate the community about the impact of small, consistent lifestyle adjustments.

Objective:

The primary goal of the Small Shifts campaign on social media is to:

- Educate the audience about the benefits of small lifestyle changes.
- Inspire engagement and participation in the campaign.
- Provide actionable tips and guidance for implementing small shifts.

How to use:

1. Familiarize Yourself: Take a moment to review the toolkit contents—graphics, pre-written posts, and key messages,
2. Customization: Tailor the provided content to resonate with your audience and reflect your brand's voice while staying true to the campaign's core message.
3. Hashtags: Implement the campaign-specific hashtags provided in the toolkit to amplify reach and encourage user participation.

We're excited about the potential impact of this campaign and look forward to seeing our collective efforts drive positive change. Should you have any questions or need further guidance, please reach out to Madison Page at madison.page@pbrc.edu

Content:

Please use any of the Pennington Biomedical branded graphics paired with the approved captions.



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PROGRESS
EACH DAY
ADDS UP TO BIG
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Captions:

- Small shifts, big impact! Whether it's drinking more water, taking a daily walk, or a few deep breaths, we believe that every small step you take can lead to big results. So, let's get started – join the Pennington Biomedical Small Shifts campaign today! www.pbrc.edu/smallshifts
- Ready to embark on your journey towards a healthier you? Here's how you can join the Pennington Biomedical Small Shifts campaign:
Sign up for emails and you'll get:
 - A FREE health journal
 - A chance to win monthly giveaways
 - Monthly Small Shifts emails with tips and resourcesVisit www.pbrc.edu/smallshifts
- We are passionate about the power of small shifts. From drinking more water to taking a walk, each step matters. Join the Pennington Biomedical Small Shifts campaign today and witness the magic of little changes! www.pbrc.edu/smallshifts
- It's the little things that add up to extraordinary results. With Pennington Biomedical, we are here to help you take small shifts towards a healthier life. Take that first step today, join the Small Shifts campaign! www.pbrc.edu/smallshifts

Hashtags:

#SmallShifts #PBRCsmallshifts

Our handles:

Instagram: @penningtonbiomed

Facebook: Pennington Biomedical

Twitter: @PBRCnews