Move with the Mayor
Physical Activity Initiative ™

SAMPLE CONTENT CALENDAR

This content calendar aligns with the Step It Up! Roadmap.
Feel free to use/adapt the posts to align to activities found within the Roadmap.
Please use the hashtags #MoveWithTheMayor and #MWTM.
Download the Roadmap.

Activity | Page	Suggested Post
Receive one media (newspaper or TV) hit (pg. 2)	Use our press release template Mental Health Press Release
Sign up and confirm emails for Active People, Healthy Nation Champions (pg. 2)	Adopt city proclamation to support Active People, Healthy Nation
Publicly share a pledge to prioritize physical activity (pg. 2)	“Being physically active is important to me! Join me, [CITY NAME] and get moving! What’s your favorite way to move?” #MoveWithTheMayor"
Post a picture of MWTM activities/events on social media (pg. 2)	Post a photo of a MWTM event
Publicly post proclamation (pg. 2)	Use city resolution/proclamation for post

Activity | Page	Suggested Post
Provide written or online materials that address the risks of High Blood Pressure, High Cholesterol, Stroke, Heart Attack, Diabetes (pg. 4)	Use post 1 or 3 in MWTM September toolkit and reference National Cholesterol Education Month
Use World Heart Day to raise public awareness that most people can prevent heart disease and stroke (pg. 4)	September 29th - Use World Heart Day posts in MWTM September toolkit
Celebrate World Heart Day with a Move with the Mayor event the week of September 29 (pg. 4)	Plan event during the week of September 29th and tag #MoveWithTheMayor

Activity | Page	Suggested Post
Host mayor-led walking meetings (pg. 6)	Use badge template
Educate employees about the benefits of safe walking and places to walk (pg. 6)	Use E-newsletter template and use #StepItUp #ActivePeople #HeartHealth hashtags
Parks & rec provides accessibility information (pg. 7)	Use MWTM October toolkit for social media posts and include city website resources links.
BONUS: The mayor's office uses the Active Communities Tool (pg. 9)	Use the strategies from the Active Communities Tool: Action Planning Guide | Assessment Modules