WORKING FOR A HEALTHIER TN

WELLNESS COUNCIL WEBINAR

January 2023

/WFHTN

@WorkingForAHealthierTN

@wfhtn

Encouraging and enabling state employees to lead healthier lives

Today's Agenda

Guest Speaker
2023 Annual Celebration
Quarterly Activity List
What's New?
Wellness Council Spotlights
Upcoming Schedule

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Guest Speaker

Natalie Bannon, Communications Coordinator

Social Media Strategy

Purpose:

- Improve communications with our distinct audiences on each social media platform

- Help bring awareness to your individual Wellness Councils

Social Media Strategy

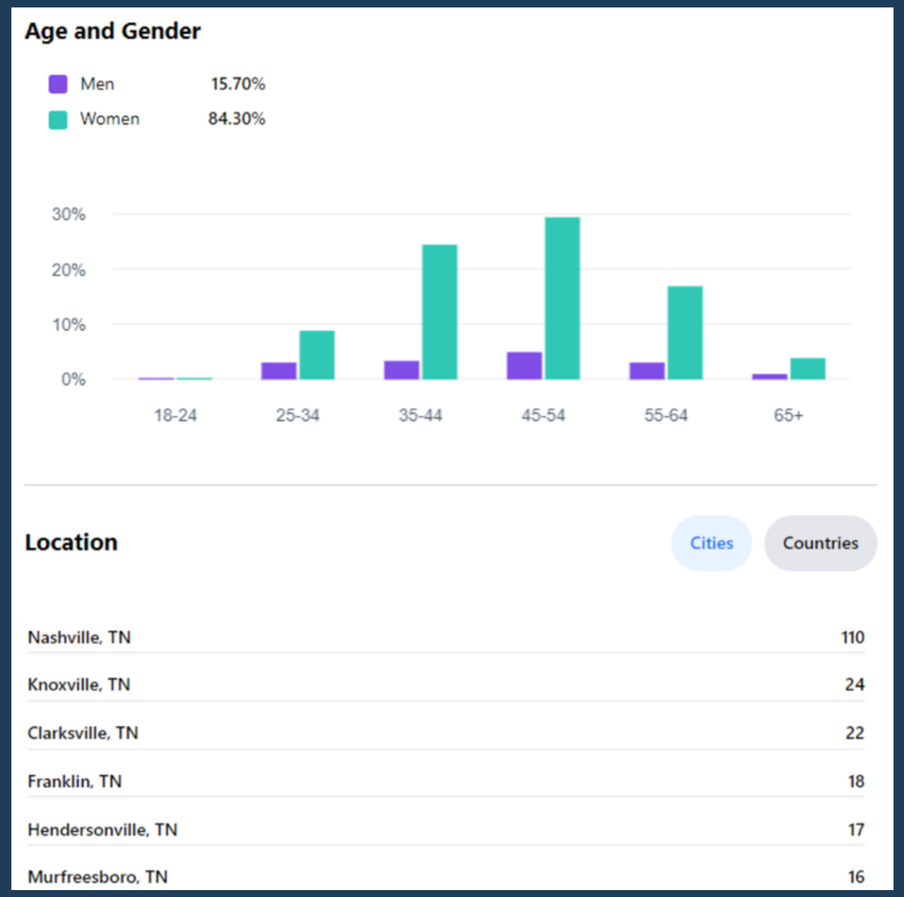
Method:

- Conducted research on creating a social media strategy and effective social media use
- Audited our social media channels, including a SWOT analysis
- Analyzed similar government agencies

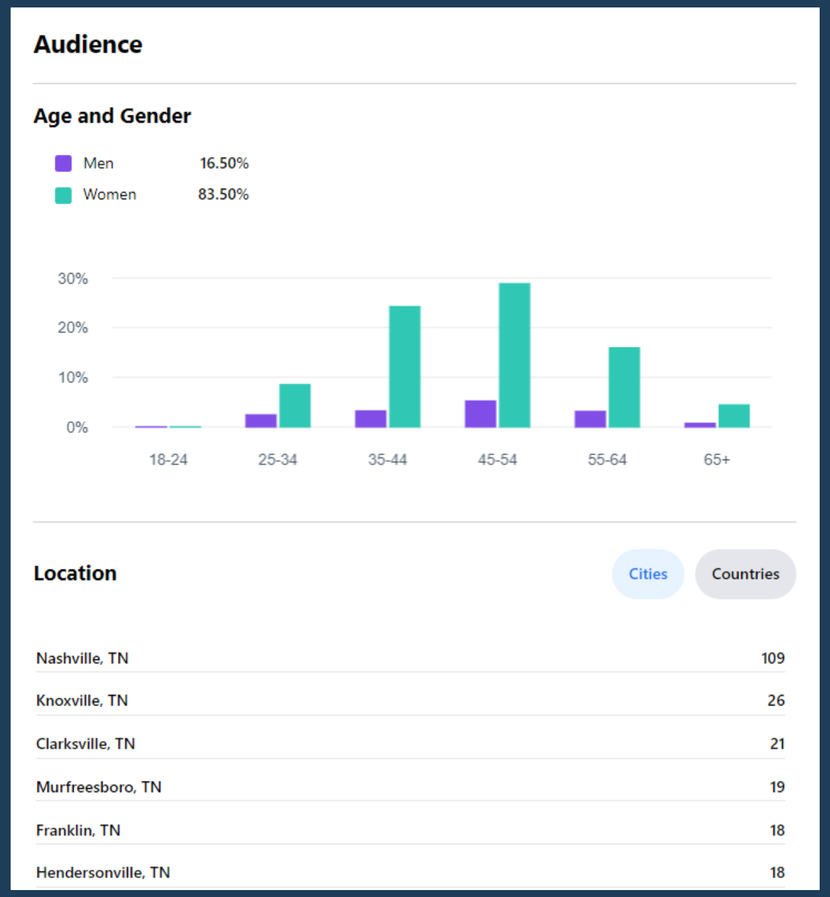
Researching like:

Facebook

September 2022
832 followers



January 2023
860 followers



Facebook Users Overall:

- **Men:** 56.8%
- **Women:** 43.2%

Instagram

- **Followers:**
  - September 2022: 749
  - January 2023: 780

- 77.6% women
- 22.3% men

- 38% aged 35-44
- 23.7% aged 25-34
- 20.8% aged 45-54

- **Top Cities:**
  - Nashville: 19.7%
  - Murfreesboro: 3.5%
  - Memphis: 3.2%
  - Jackson: 2.8%
  - Clarksville: 2.6%

Instagram Users Overall:

- **Men:** 51.8%
- **Women:** 48.4%

Twitter

- **Followers:**
  - September 2022: 326

- 61.6% men
- 38.4% women

Highest Performing Posts

1. Feature your employees
2. Feature our team members
3. Include information about challenges and activities

Working for a Healthier Tennessee
December 9 at 3:23 PM

It's so fun going through the Planksgiving pics we've received! Here are two fun ones. Thanks to Sherron from Tennessee Department of Safety and Kyle from Tennessee Department of Labor and Workforce Development for sharing!

workingforahealthiertn
331 Great Circle Road, Nashville, TN, United States
1d

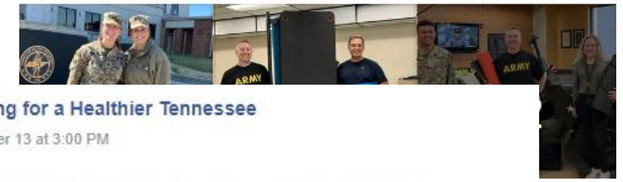
workingforahealthiertn Time for another tip to help protect your mental health during the holidays: Volunteer! The act of volunteering can provide great comfort. By helping others, you can feel less lonely or isolated. It helps you feel more connected to your community. Check out @volunteertennessee for opportunities. Pictured here are Wellness Coordinators Morgan and Lindsey packing food boxes for recent hurricane victims while volunteering at @2harvestmidtn.

workingforahealthiertn
1d

workingforahealthiertn We love this! A group of @tndepartmentofcorrection employees recently hiked Mt. LeConte, in the Great Smoky Mountains National Park in Sevier County. They started their hike at 6:45 a.m. on Saturday, Nov. 12, stayed overnight at the LeConte Lodge and started their hike down the mountain the next day. It rained on the way up, but turned into snow overnight. During the hike down, the temperature was 11°F! They had a wonderful experience, and several of them want to do it again. Way to go!

Working for a Healthier Tennessee
November 10 at 3:10 PM

As we get ready to observe Veterans Day, we're sharing photos from a recent visit to the Tennessee Department of Military campus. We were honored to meet some amazing service members! Please join us in thanking them for their service. Tennessee National Guard



Working for a Healthier Tennessee
December 13 at 3:00 PM

Join us in congratulating the round two winners of the Tennessee Department of Correction's Up Your Fitness Challenge: the team from the Sevier County office! The goal of this challenge is to complete as many push-ups, sit-ups and step-ups as possible in one minute for each exercise. 👏

Pictured: Keith Vincent, Marion Knox, Nicole Whited, Brenda Bradford, Scott Burns and Scott Sobel

Lowest Performing Posts

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workingforahealthiertn It's #WorldArthritisDay. Arthritis is more common than you think. In the US, about 1 in 4 adults have the condition. Of those, 1 in 3 are not physically active. Joint-friendly physical activity is beneficial for those with #arthritis. Some examples are walking, gardening, dancing, strength training and swimming. Consult your health care provider before starting an exercise plan.

Need more info? Go our website (link in bio) for physical activity, healthy eating and well-being resources.

One of our three lowest performing posts

- Generic posts about health observances without a specific tie-in to Tennessee

workingforahealthiertn 1d

workingforahealthiertn We're wearing blue to raise awareness for #WorldDiabetesDay. If you're one of the 730,416 people in Tennessee who have diabetes, please make sure you get routine care to stay healthy. According to the CDC, you should see your regular health care team at least two times a year. At least once a year, you should see an eye doctor, foot doctor and dentist.

One of our top 10 highest performing posts; example of how a health observance can be more engaging

What Worked on Twitter

- Tweets with hashtags not Tennessee-specific

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@WFHTN

During the hustle and bustle of the season, remember to take care of yourself. Here are five holiday #selfcare tips: tn.gov/content/dam/tn...

Working for a Healthier Tennessee @WFHTN • 1h

#DidYouKnow the way you organize your fridge can help food stay fresh longer?

Watch this two-minute video from @eatright: https://loom.ly/zRU4jpo #ProTip

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Content Pillars: Facebook

Educational/Informative	Promotional	WFHTN Culture
• Offers education or entertainment • Doesn't ask for anything back • Can be curated or shared from other accounts	• Specific to our offering • Benefits and features	• Who are we, and what do we stand for? • Connect with employees on a deeper emotional level
Post ideas	**Post ideas**	**Post ideas**
• Videos and other posts that position Wellness Coordinators as experts in their fields • Health observances that tie back to Tennessee	• Here4TN • Webinar links • Events calendars • Recipes • Challenges	• Photos submitted by Wellness Councils and state employees • Photos of WFHTN team (health observances, challenges, participating in healthy behaviors) • Success stories
Frequency	**Frequency**	**Frequency**
1x week	**2x week**	**2x week**

Content Pillars: Instagram

Educational/Informative	WFHTN Culture
• Offers education or entertainment • Doesn't ask for anything back	• Who are we, and what do we stand for? • Connect with employees on a deeper emotional level
Post ideas	**Post ideas**
• Videos/reels and other posts that position Wellness Coordinators as experts in their fields • Instagram "this or that" stories that increase engagement or repurposing trivia questions we used in virtual events	• Photos submitted by Wellness Councils or state employees • Photos of WFHTN team (health observances, challenges, participating in healthy behaviors) • Success stories
Frequency	**Frequency**
2x week	**3x week**

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Send social media pics to WFHT.TN@tn.gov

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2023 Annual Celebration

Input needed!

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2023 Celebration Options

	In-Person	Virtual
Awards	✓	✓
Activities	✓	✓
Speakers	✓	possibly
Vendors	✓	
Food	✓	

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2023 Celebration Poll

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Quarterly Activity List

January Suggestions

Share information related to:

- LIVE Workouts and/or Yoga for All sessions.

Activities and webinars to promote:

- Participate in our **Find Your Fitness Challenge** from Jan. 9 – Feb. 5. *Five participants chosen at random will win a prize!*
- **Healthy Living on a Budget webinar** on Jan. 12 from 1-1:30 p.m. CT for Financial Wellness Month (January)!
- Complete the Wellness Word Scramble for International Brain Teaser Month (January). *Five participants chosen at random will win a prize!*

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What's New?

Tuesday Dance Breaks!

Join us every Tuesday from

11:45 a.m. – 12 p.m. CT!

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Meditation Break with Nat!

Join us Wednesday,

Jan. 18 from

11:30 a.m. – 12 p.m. CT!

WFHTN Swag Inventory

We need your input!

https://stateoftennessee.formstack.com/forms/wfhtn_prize_inventory

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January Wellness Calendar & Virtual Events

NEW YEAR, HEALTHIER YOU!

WEEK	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
January 2-6	New Year's Day	Uncover ways to be physically active that are enjoyable to YOU & join our Find Your Fitness Challenge!	On her 50th birthday, Daphne ran, walked and biked 50 miles! Learn how she went from walking to racing.	Join DCS for a Fitness Break from 11-11:15 a.m. (Calendar invite)	Join **Yoga: Core & More** from 12:15-12:45 p.m. (Calendar invite)
January 9-13	Get your health & wellness questions answered by our experts! Submit your question(s) for consideration.	Explore these Here4TN resources, tips & articles to step up your financial know-how!	Try this recipe for Chicken Curry! You can cook it on the stovetop or in an Instant Pot.	Learn more about **Healthy Living on a Budget** from 1-1:30 p.m. (Calendar invite)	Grab reliable health information, wellness tools/trackers, health calculators & more in our website Resources!
January 16-20	Martin Luther King Jr. Day	Workout your brain! Complete this Wellness Word Scramble for International Brain Teaser Month.	NEW Give your mind a much needed break with live, virtual **Meditation with Nat** from 11:30 a.m. – 12 p.m. (Calendar invite)	Learn more about WFHTN in our **Live WFHTN Scavenger Hunt** from 10-10:30 a.m.! (Calendar invite)	Try this Brown Paper Bag Popcorn plus some of the Homemade Popcorn Seasonings!
January 23-27	Set a S.M.A.R.T. Goal! Ten participants chosen at random will win a prize.	Join this new live, virtual **Tuesday Dance Break** at 11:45 a.m. that's fun for all fitness levels! (Calendar invite)	**Yoga for All** is relaxing for all fitness levels! Join us live from 12-12:15 p.m. (Calendar invite)	Give your mind a much needed refresh at **TDOE's Meditation Break** from 11:15-11:30 a.m. (Calendar invite)	Celebrate the Lunar New Year with these Chinese Chicken Dumplings.
January 30-31	Join **Yoga for All (with Sophia)** from 12-12:15 p.m. (Calendar invite)	Get your health & wellness questions answered at the **Live WFHTN Panel: Meet the Experts** from 12-12:30 p.m. (Calendar invite)			

Please note:
All times listed are in the Central time zone.

UPCOMING EVENTS

JANUARY 2023

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WORKOUTS

YOGA FOR ALL (WITH SOPHIA)
Mondays from 12-12:15 p.m.
Link to join. Calendar invite.

YOGA FOR ALL
Wednesdays from 12-12:15 p.m.
Link to join. Calendar invite.

DANCE BREAK
Tuesdays from 11:45 a.m.-12 p.m.
Link to join. Calendar invite.

DCS FITNESS BREAK
Thursdays from 11-11:15 a.m.
Link to join. Calendar invite.

DHS 10-MINUTE FITNESS BREAK
Wednesdays from 11-11:10a.m.
Link to join. Calendar invite.

YOGA: CORE & MORE
Fridays from 12:15-12:45 p.m.
Link to join. Calendar invite.

CHALLENGE

FIND YOUR FITNESS CHALLENGE
Jan. 9 – Feb. 5
Each week, your mission is to try something different. We'll have tasks to get you started. After you have an opportunity to reflect on the week's activity, you'll rate your enjoyment level. Don't worry about perfection. Give it your best effort. Don't forget to have fun!
Sign up *for the optional Microsoft Teams chat and/or challenge communications by Friday, Jan. 6. You can also access the* ***challenge tracker*** *to participate on your own time.*

WEBINARS & ACTIVITIES

HEALTHY LIVING ON A BUDGET
Thursday, Jan. 12 from 1-1:30 p.m.
Link to join. Calendar invite.

WFHTN PANEL: MEET THE EXPERTS
Thursday, Jan. 31 from 12-12:30 p.m.
Link to join. Calendar invite.

MEDITATION WITH NAT
Wednesday, Jan. 18 from 11:30 a.m. – 12 p.m.
Link to join. Calendar invite.

TDOE MEDITATION BREAK
Thursdays from 11:15-11:30 a.m.
Link to join. Calendar invite.

LIVE WFHTN SCAVENGER HUNT
Thursday, Jan. 19 from 10-10:30 a.m.
Link to join. Calendar invite.

Please note: All times are listed in Central time zone.
For more information about these events, visit www.tn.gov/wfhtn/challenges/wellness-events.html.

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Wellness Council Spotlights

Healthier Recipe Swap

Human Services

Chickpea of the Sea Tuna Salad Sandwich

Roasted Chile Rellenos

Grinch Muffins

Hummus

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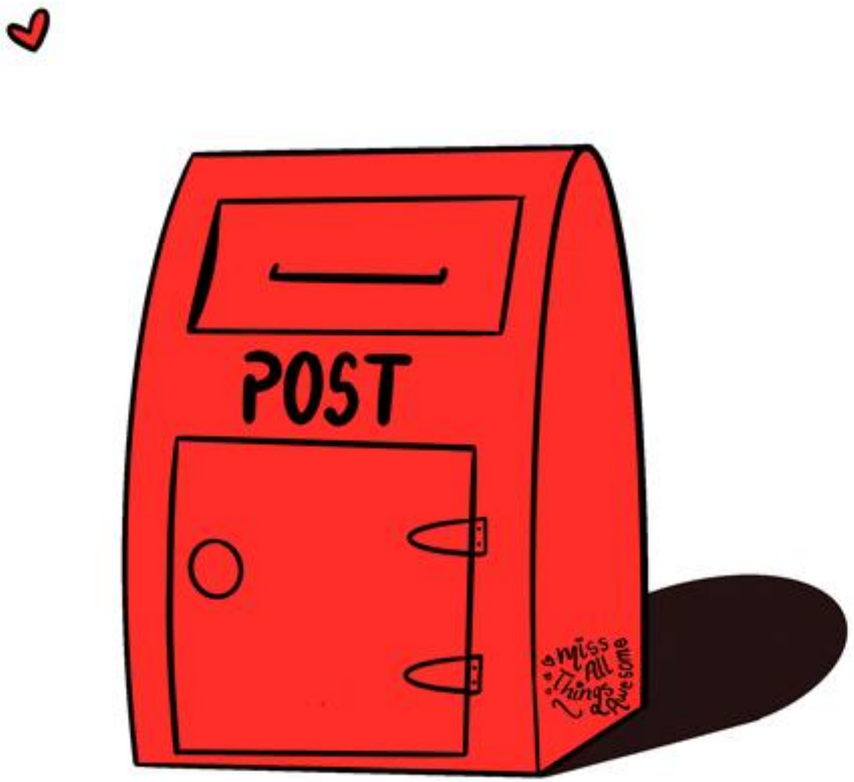
Holiday Card Exchange

Mental Health & Substance Abuse Services



Gift of Kindness

Military

Holiday Photo Contest

Transportation

MOST FESTIVE

FUNNIEST

BEST TREE

BEST TREE

TASTIEST SPREAD

TDOT HOLIDAY PHOTO CONTEST WINNERS

DECEMBER 2022

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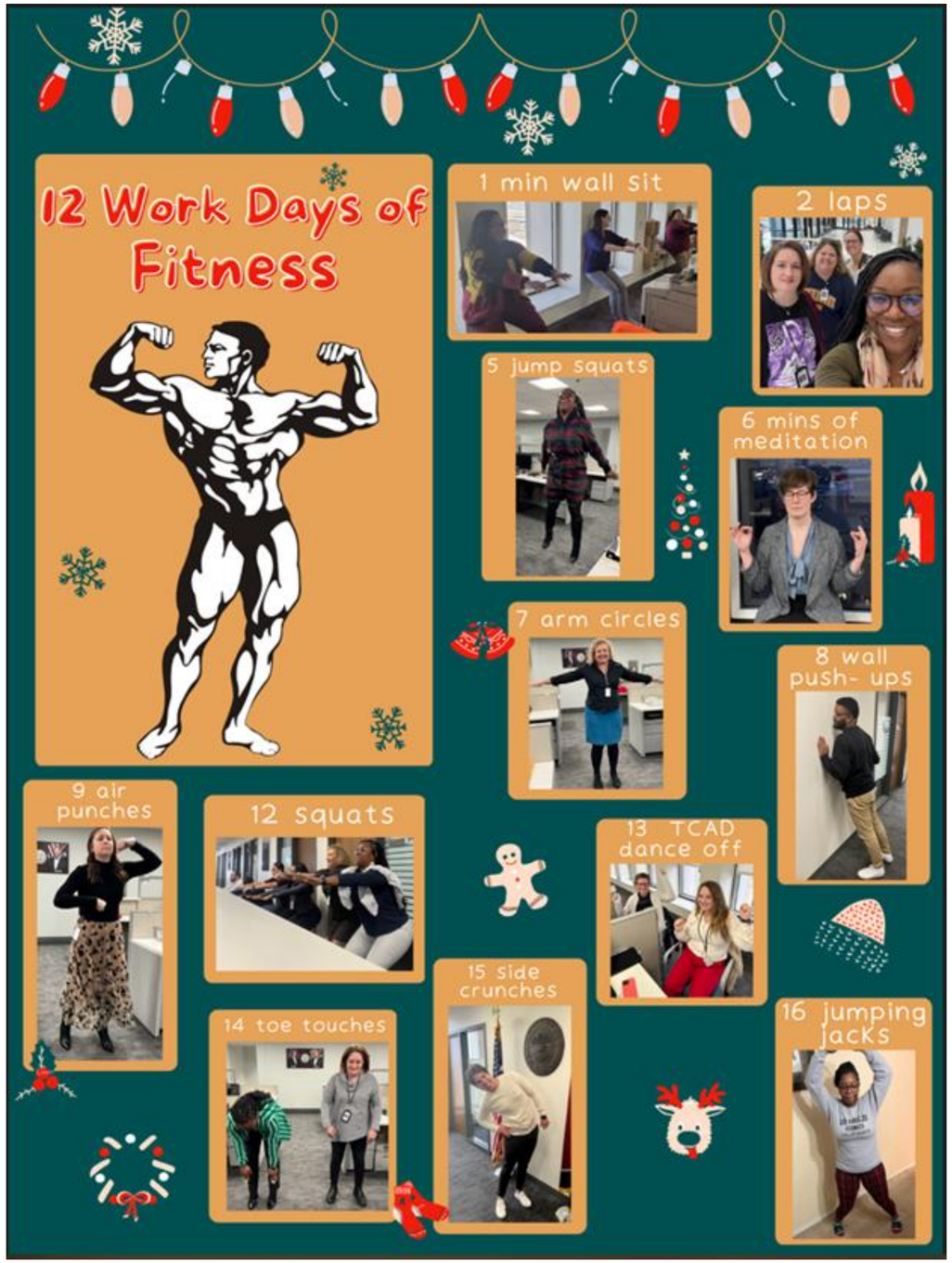
12 Workdays of Fitness

Commission on Aging & Disability



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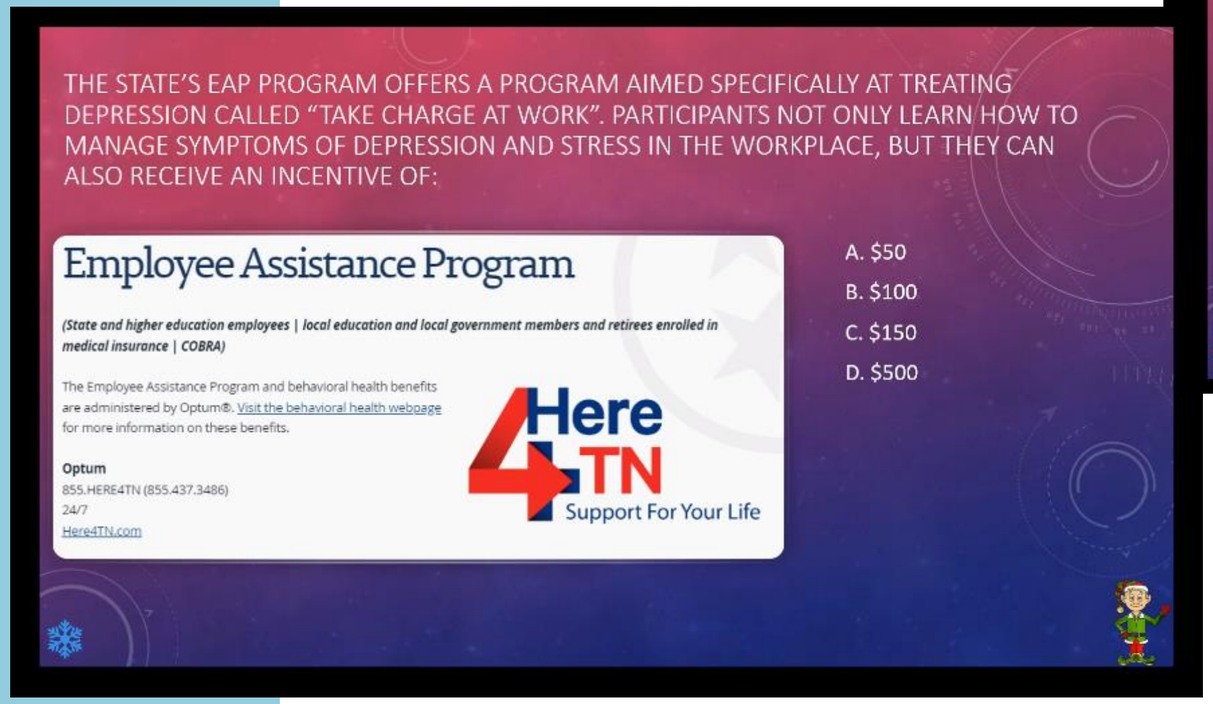
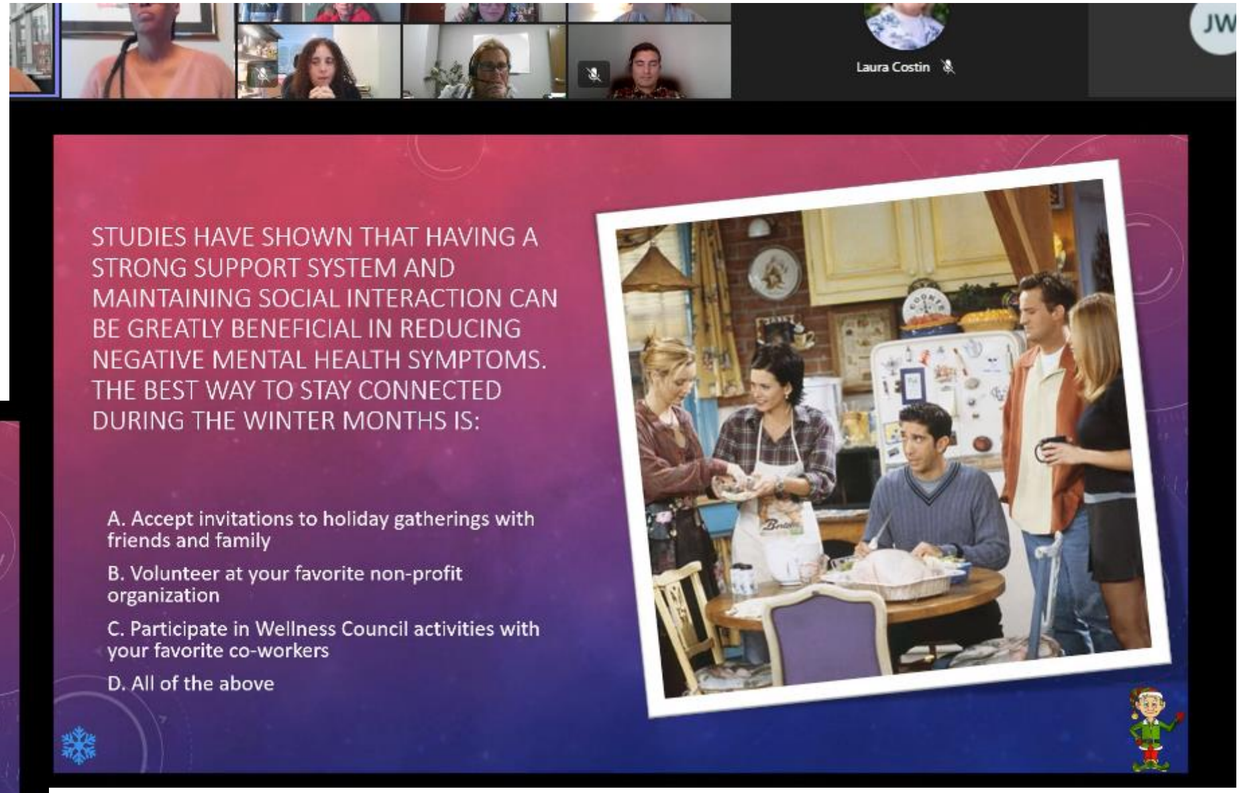
3rd Annual Holiday Trivia

Commerce and Insurance





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Upcoming Schedule

February Wellness Council Webinar

Thursday, Feb. 2 from 9-9:45 a.m. CT

Guest Speaker: RetireReady TN

Quarter 3 Activities

We encourage you to contact your Wellness Coordinator for assistance with planning and tracking.

For our full virtual event list, please visit
https://www.tn.gov/wfhtn/challenges/wellness-events.html

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Your Updates!

Questions

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