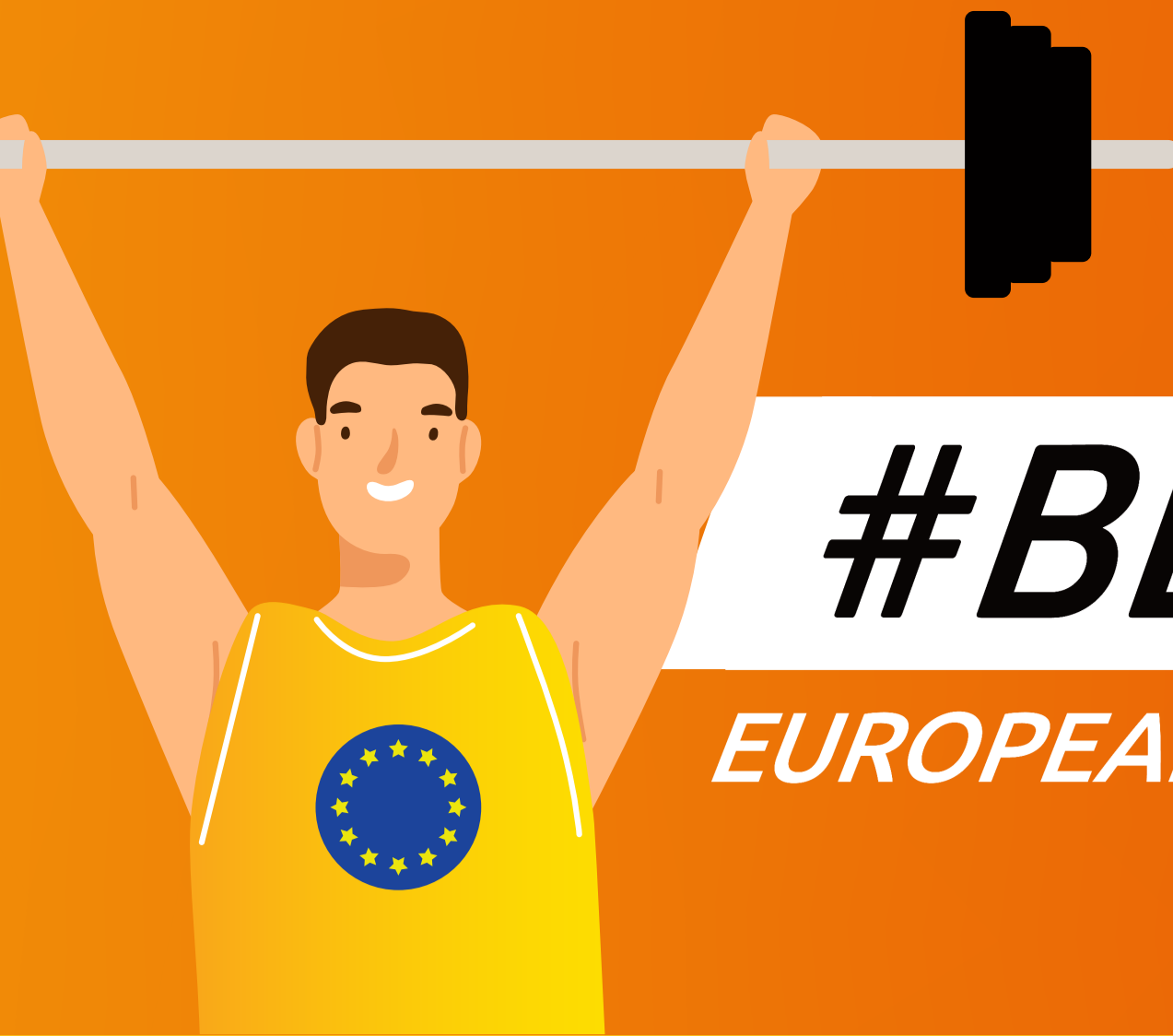


# How to engage with the #BeActive campaign?



## #BEACTIVE

EUROPEAN WEEK OF SPORT

### 1 We are so proud to have you as the #BeActive Ambassador

As a #BeActive ambassador, you can promote the European Week of Sport campaign by:



- ✓ Creating interactive and creative content on social media, for instance a to-camera testimonial
- ✓ Giving interviews to media and sports/national/regional authorities
- ✓ Taking part in #BeActive events and encouraging others to do so

The 2022 #BeActive themes are



### 2 Where to start?



You can be a role model for Europeans who are trying to #BeActive and create healthier habits for their minds and bodies.

Here are our top tips for ambassadors on social media:



**Please update your bio**

- ✓ Mentioning you are a #BeActive Ambassador *Strongly Recommended*
- ✓ Tag us in your bio @EuSport on Twitter @european\_youth\_eu on Instagram



**Check out our gadgets**

you can use to brand your posts, profile picture or Instagram stories



Always tag @european\_youth\_eu on your Instagram stories so we can repost you



**Get the word out!**

Make a post or video about your #BeActive ambassadorship on Twitter, Instagram and TikTok.



**Use hashtags**

#BeActive and/or EuropeanWeekofSport



**Invite everyone**

to follow the European Commission's accounts to #BeActive and find out more about healthy living.

- 📍 @EuSport
- 📍 Erasmus+
- 📍 @european\_youth\_eu

### 4 Inspirational posts & videos

- 📍 #BeActive Hour with Marc Rohde #BeActive with Roque Junior
- 📍 #BeActive with Národné športové centrum #BeActive with Tina Graudina
- 📍 @sergey\_bubka's #Keepitup Campaign endorsement @amandinehenry6's challenge for VVF
- 📍 #BeActive with Quinn Marie Stay Home Stay Fit with Urvashi Rautela

### #BeActive's Creative Workout

3

Help us inspire Europeans to live a healthier, happier and more active life. Here's how you can work your creative muscles to support the campaign.

As a warm-up, tease the event by **1 September**



- ✓ Announce the event with Instagram stories or posts, TikTok video, Twitter posts or Facebook updates.

**02**

Add a count-down, a sticker, a question box... Don't hesitate to explore new features



**01**

Show your enthusiasm during a video or just a picture of how you are getting ready for the European Week of Sport



**03**

Use #BeActive or EuropeanWeekofSport

- ✓ Take part in the Twitter Spaces in the week of September 5<sup>th</sup> organized on the @EuSport Twitter account
- ✓ Tips and tricks to have good mental health
- ✓ Instagram 5-step content from mid-august to mid-September (advice, routine, inspirational quotes, personal stories, etc.)

**HIIT workout during the European Week of Sport:**

**23 September**

- Create one post or video to announce the opening
- Publish it on Instagram, Twitter, Facebook or TikTok
- Use #BeActive and #EuropeanWeekofSport

**Opening of the European Week of Sport**

**24 September**

- Post about the main #BeActive themes for 2022: youth, inclusion and equality and healthy lifestyle
- Talk about the positive values of sports that mean most to you
- Use Instagram and TikTok where possible, maybe post a count
- Use #BeActiveNight and #EuropeanWeekofSport



**#BeActive Night**

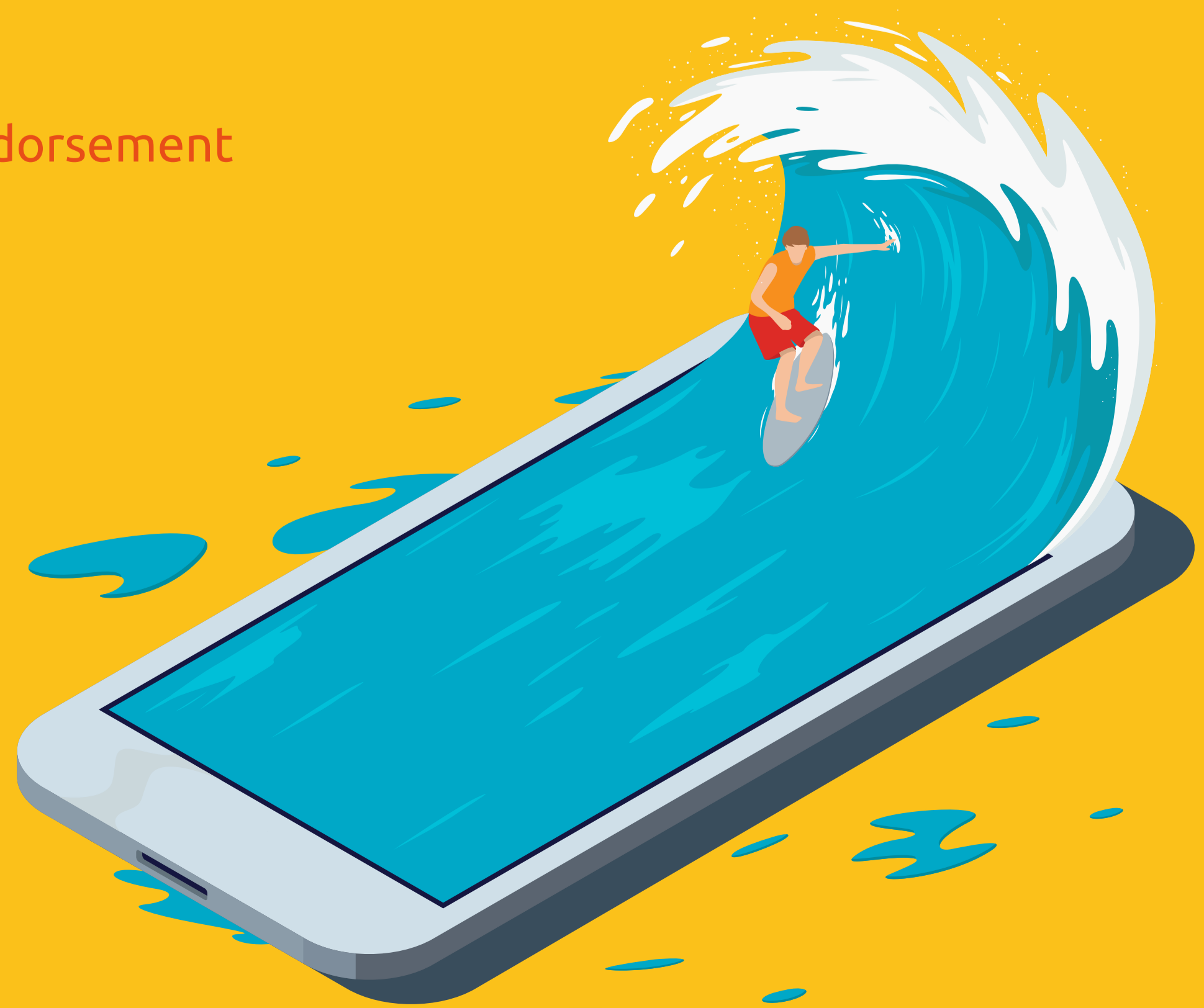
**30 September**

- Share your best experiences of the European Week of Sport
- Show the joy and happiness sports can bring

**#BeActive Closing Night**

**Cool-down with online events**

- ✓ You can be an #BeActive ambassador all-year-long to encourage your followers to make time for an active break to increase their health and wellbeing.
- ✓ Encourage your audience to be active all year round. Maybe share how you try to motivate yourself on an off day or set a challenge for them.



23 - 30 September

