

How to Get Involved with the Campaign on Social Media

Consider filming a short video sharing a version of the doctor-prescribed tips on the campaign website (<http://stayhealthyAB.ca>) ("join the #StayHealthyAB Challenge")

Suggestions for tips and sayings:

- "Join the 'Stay Healthy Alberta' Challenge. Sharing how you stay healthy helps us all connect and stay healthy together. Share your versions of doctor-prescribed tips from stay-healthy-A-B-dot-C-A."
- "Stay Healthy Alberta! If you're feeling sick and have a cough, fever, runny nose, sore throat, shortness of breath; stay home until you're feeling better and at least 10 days have passed since your symptoms started."
- "Stay distant together Alberta. When you're healthy and out for a walk, make sure you keep six feet away from anyone you pass. Say hello. Wave. Connect. But do it at a safe, impossible-to-transmit-illness distance."
- "If you have to go shopping for essentials, go when it's less busy, wipe down carts and baskets before AND after use, and sanitize your hands after using public transportation."
- "Washing your hands thoroughly is an effective way to prevent the spread of illness, but remember to wash your face too. Your face is likely among the things your hands have touched."
- "Staying healthy is about physical and mental health too. Try to incorporate exercise and physical activity to your routine. Take a break and do activities you enjoy."

These videos can be "selfie" iPhone style, looking into the camera, or—demonstrating a tip!

- Wipe down a basket.
- Wash your hands while sharing the tip about washing hands, or humming to a favourite song for 20 seconds.
- Demonstrate an exercise while referencing physical and mental health.

Social media posts tagged with **#StayHealthyAB** added will be pulled into a website social feed and re-shared on AMA social media.

Watch for AMA campaign posts and engage with them using your own accounts.

We would appreciate your shares, retweets, likes, reactions, comments, and just engagement overall on these posts to help ensure the campaign reaches as many Albertans as possible.

Create an original social media post(s) sharing about the campaign and its #StayHealthyAB tips.

Whether it's your own video or using one of the social media graphics ([contact us](#) for access). Please remember to also include:

- The hashtag #StayHealthyAB
- Tag @albertadoctors on Twitter or Instagram
- Link to the campaign website <http://stayhealthyAB.ca>

Update your Facebook Profile picture to a campaign frame/share a Facebook Story using a campaign frame

Here are links to the six different frame options:

- [Profile Picture Frame - Purple](#)
- [Profile Picture Frame - Yellow](#)
- [Profile Picture Frame - Teal](#)
- [Story Frame - Purple](#)
- [Story Frame - Yellow](#)
- [Story Frame - Teal](#)

Use our campaign Instagram Story stickers in your Story posts

- Find the nine different campaign Story stickers by opening GIFs in Instagram Story and searching “#stayhealthyAB”.
- Tag @albertadoctors in your Instagram/Instagram Story posts.
- Watch and share doctor videos on Facebook Twitter and Instagram, and stay tuned for [@albertadoctors](#) campaign TikTok video tips to share too! The AMA will share these doctor videos throughout the campaign.
- Visit the [campaign website](#) and find even more health tips and sharable images you can download and post to your social media.