

Suggested social media messages

Post 1: Kickoff announcement (use late May to June 1)

We're excited to be part of the ParticipACTION Community Better Challenge—and we're inviting everyone in #WellandON to join us!

From June 1 to 30, every minute of activity helps our community compete to be named Canada's Most Active Community.

📱 We'll be tracking our movement with the free Optimity app, ParticipACTION's digital app partner—and you can too.

Let's make room to move together!

Learn more: <https://www.welland.ca/move>

💡 Post 2: Mid-challenge motivation (use June 10–15)

We're halfway through the ParticipACTION Challenge and still moving strong!

Whether it's walking meetings, recess games, chair stretches, or community workouts—we're proud to be part of #WellandON's collective effort.

📱 We're tracking our activity through the free Optimity app. Are you?

Let's keep the momentum going!

Learn more: <https://www.welland.ca/move>

👤🏠 Post 3: School and youth-focused message

At [insert school name], we're getting active and representing #WellandON in the ParticipACTION Community Better Challenge!

From gym class and playground games to dance breaks and after-school fun, we're counting every move.

📱 Join us and track your minutes in the free Optimity app, ParticipACTION's digital app partner.

Let's move together for a healthier, stronger community.

Learn more: <https://www.welland.ca/move>

🏢 Post 4: Business & Workplace Engagement

Here at [insert business name], we're taking part in the ParticipACTION Community Better Challenge to support active living in #WellandON.

Whether we're taking walking breaks, stretching at our desks, or hosting after-hours activities, we're getting moving—and tracking it all in the free Optimity app, ParticipACTION's digital app partner.

📱 Want to help Welland become Canada's Most Active Community? Start logging your minutes today.

More info: <https://www.welland.ca/move>

🎉 **Post 5: Final week push (use June 24–30)**

The final stretch is here—and we're making every move count!

[insert organization name] is proud to be part of the ParticipACTION Community Better Challenge and support #WellandON's bid to be Canada's Most Active Community.

📱 We're tracking all our movement in the Optimity app through June 30. Join us and help bring this win home!

Get involved: <https://www.welland.ca/move>