

# Move It Monday for Everybody

A social media campaign designed to promote inclusive physical activity in public parks and spaces every Monday

**MOVE IT  
MONDAY!**

## Why Move It Monday?

Monday has cultural significance as the beginning of the week. Research shows that it's the day people are most likely to start or recommit to healthy behaviors, especially those related to exercise and physical activity.

A nationally representative survey found:<sup>(1)</sup>

- Nearly 60% of respondents indicated that if they exercised on Monday, they were more likely to exercise the rest of the week.
- One-third of respondents identified Monday as the day of the week that they make the most effort to be physically active.

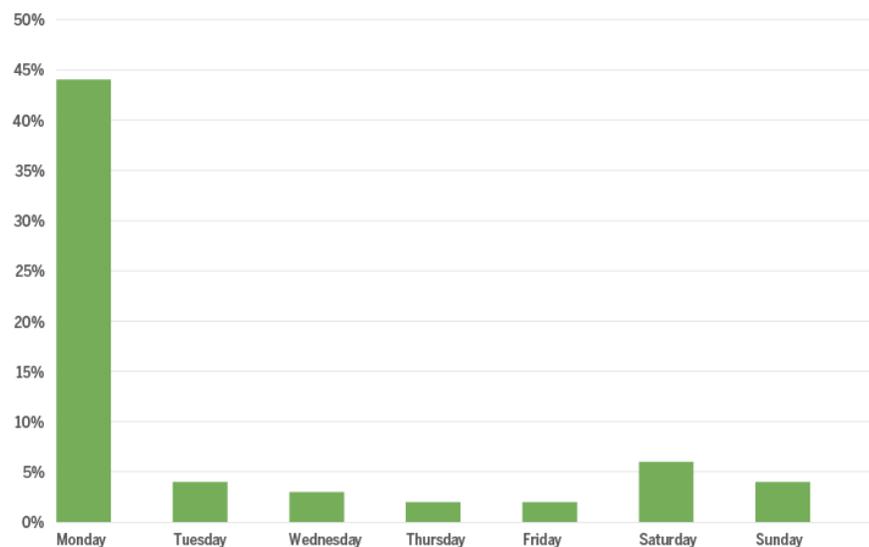
Adding a Monday cue to existing health messaging can help individuals of all ability levels meet their health goals by reinforcing positive behavior change at the start of each week. Take advantage of the first day of the week and use Move It Monday to ease your audience into a more consistent physical activity schedule.

For many Americans, meeting daily physical-activity recommendations can be a challenge, and this is particularly true for individuals with disabilities, nearly half of which get no aerobic physical activity. A public park is the ideal environment to encourage movement for people of all ages and ability levels, offering residents a safe and secure space to relax, exercise, and enjoy.<sup>(2)</sup>

Research supports the importance of public parks and open spaces in improving the health and wellness of the community.<sup>(3)</sup> A landmark study showed that people who use parks and open spaces are three times more likely to achieve the recommended levels of physical activity than nonusers.<sup>(4)</sup> This puts parks and recreation agencies in a unique position to promote fun, accessible, and inclusive wellness programs within their community.

A Move It Monday park promotion campaign can grow engagement across social media channels and encourage people to start the week with different healthy behaviors.

People described Monday as the day they are most likely to start an exercise routine.



## Case Study: Move It Monday and NYC Parks

In the fall of 2020, NYC Parks, one of the premier park systems in the world, launched a Move It Monday campaign to highlight fun and accessible physical activities for people of all ability levels to do in one of the city's many outdoor areas. Because the campaign launched amidst the COVID-19 pandemic, the graphics featured individuals following social distancing and masking guidelines.



NYC Parks

"It's important for everyone, including people with disabilities to be able to utilize public spaces, like our beautiful parks, for safe physical activity. With our collaboration with The Monday Campaign, we were able to display an inclusive representation that showed people with disabilities staying fit alongside their able-bodied counterparts."

**Paul Ward**  
NYC Parks Adaptive Programming Coordinator

107,913

number of impressions over  
an eight-week campaign.



72%

of people who saw the  
first slide watched the  
entire story



8%

increase compared to  
a similar weekly NYC  
Parks campaign.

## Health Benefits of Physical Activity

According to the CDC, forms of moderate physical activity, like walking, can help prevent injury, support a healthy weight, regulate blood sugar, and reduce the risk of developing type 2 diabetes. Individuals of all ages and ability levels can benefit from being physically active. This includes people with physical and/or cognitive disabilities, who are three times more likely to have heart disease, stroke, diabetes, or cancer than adults without disabilities.<sup>(5)(6)</sup>

## What Is Included in this Package

The following package includes graphics and step-by-step exercise descriptions to support an 8-week Move It Monday social media campaign promoting inclusive physical activity in parks. Within this package are eight graphics all optimized for Instagram Stories, Facebook, and Twitter. The graphics are meant to be used in conjunction with their corresponding step-by-step exercise descriptions. All exercises are adaptive and designed in consultation with experts in inclusive physical activity.

We recommend posting these exercise descriptions on your website and linking them to your social media channels to support the campaign. If this is not an option, you may also choose to link your social media post directly to our Move It Monday website. Links for each week, along with suggested social media language/captions, are also included for each of the eight weeks.

## 5 Steps to Implementing A Move It Monday Campaign:

1

### Select social media channel(s) for campaign.

We recommend using your organization's Facebook, Instagram, and Twitter to reach a broad audience. If possible, dedicate a webpage to share Move It Monday resources, workout ideas and shareable graphics.

2

### Educate your park and recreation staff on your plans for a Move It Monday social media campaign.

Encourage them to share posts on their social media accounts, too.

3

**Set a launch date** - our research tells us posting consistently on Mondays is the most effective strategy.

4

**Promote and share** Move It Monday content consistently over the course of 6-8 weeks. We recommend adding your organization's branding to our graphics to create a stronger impression and improve recall among community members.

5

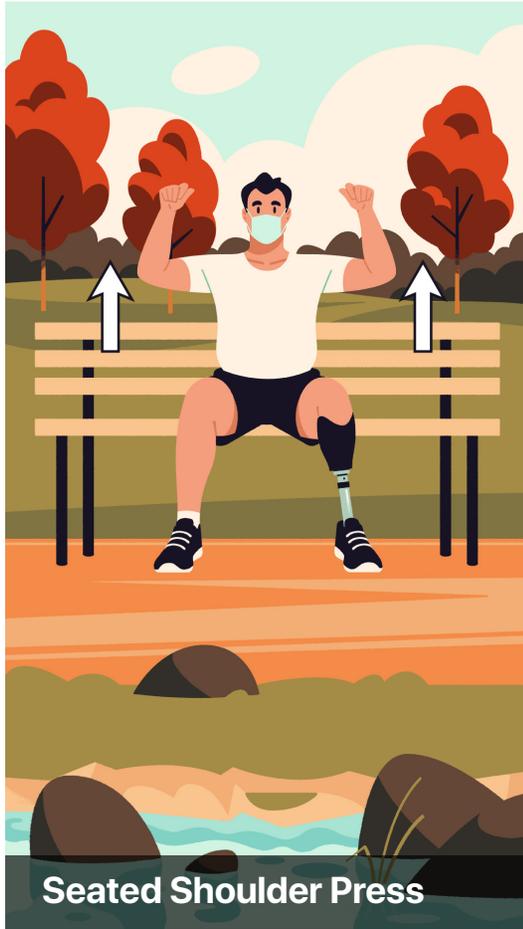
**Track the success.** Use common social media metrics such as impressions, reach, likes, comments, or click-through-rates to evaluate participant engagement.



## Week 1 - A Monday Mile

**Suggested Social Media Language:** Whether you're into walking, rolling, hiking trails, running, exploring gardens, or playing with the children in your life, there's sure to be a \_\_\_\_\_ park that's perfect for you. For the next 7 weeks, commit to moving every Monday! #MoveItMonday

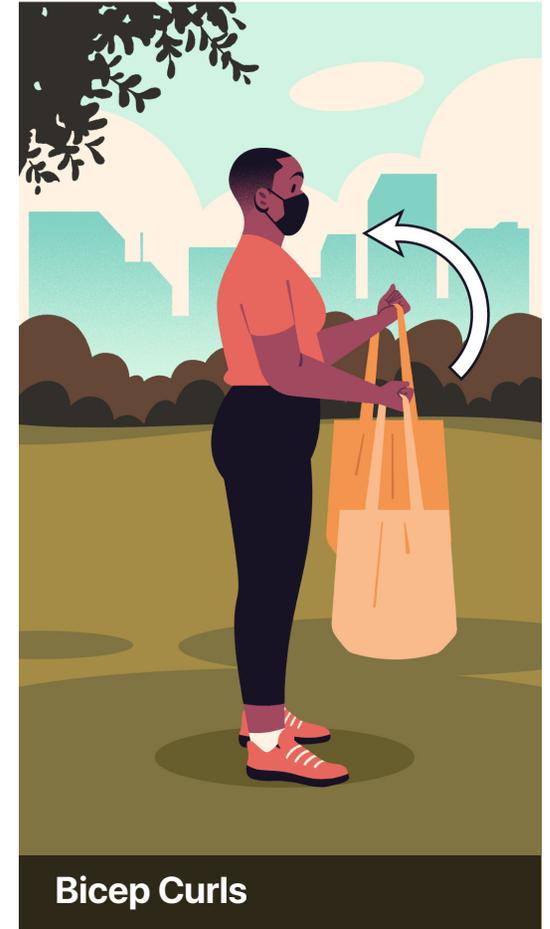
**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#mondaymile>



Seated Shoulder Press



Tricep Extensions



Bicep Curls

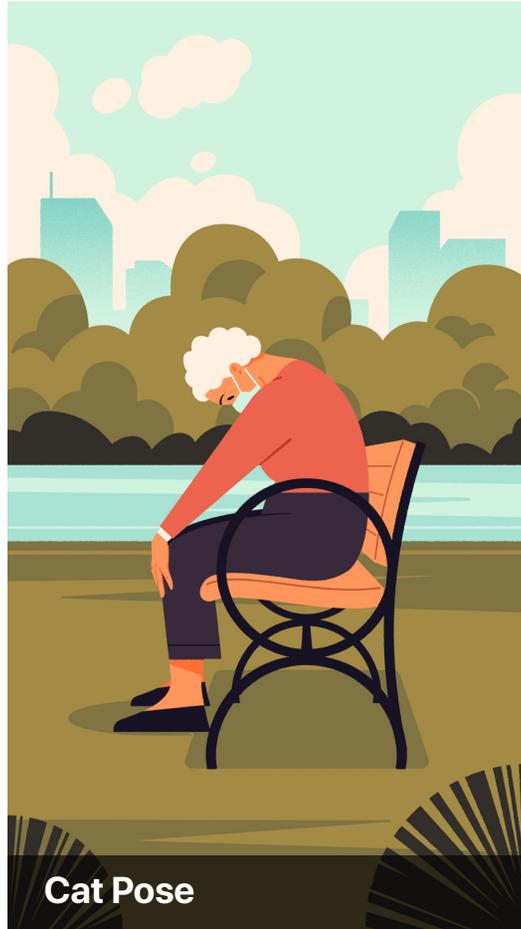
## Week 2 - Strength Training

**Suggested Social Media Language:** Strength training doesn't require a gym. This Monday, work out in your local {insert park name} using your own body weight or by turning every-day items into exercise equipment. #MoveItMonday

**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#strengthtraining>



Cow Pose



Cat Pose

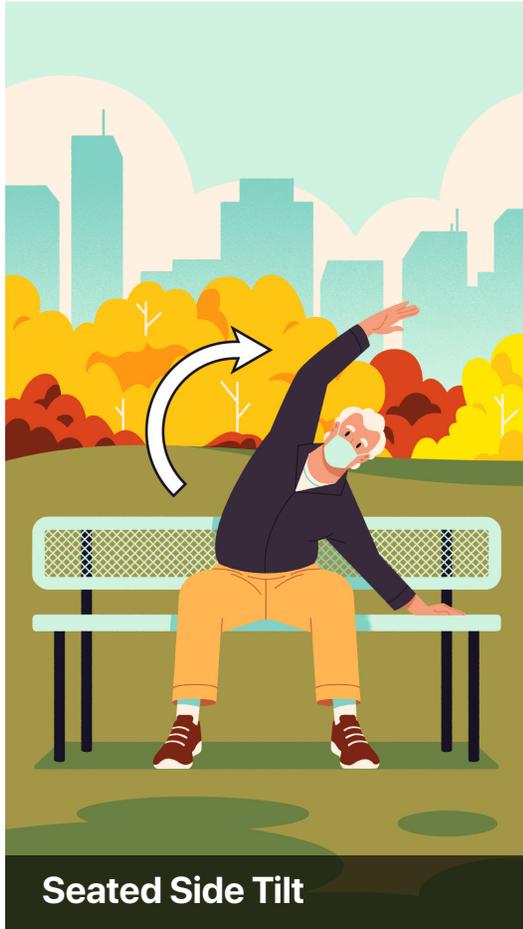


Side Angle

## Week 3 - Yoga

**Suggested Social Media Language:** Start your week with a few simple yoga poses to help improve flexibility, balance, and strength, and to stay stress-free. This Monday, find a secluded bench or quiet space and try some seated yoga positions. #MoveItMonday

**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#yoga>



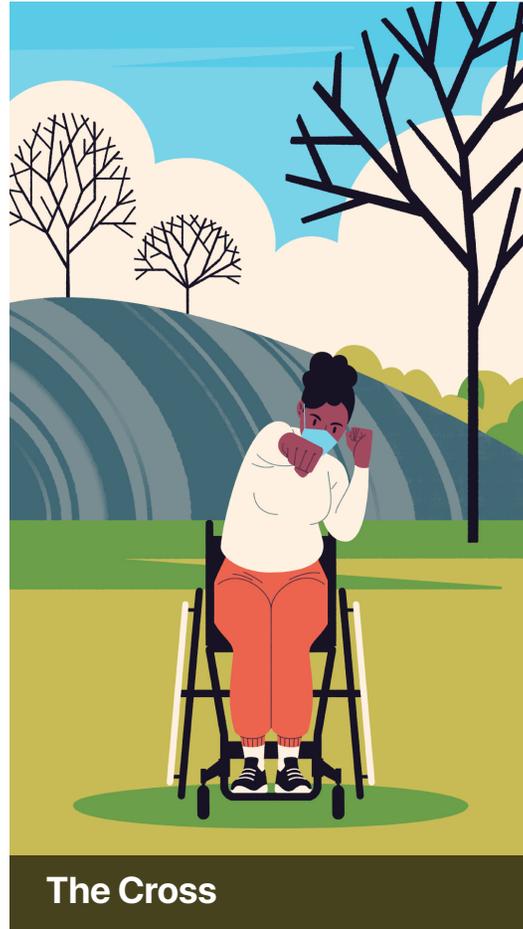
## Week 4 - Core

**Suggested Social Media Language:** A strong core doesn't mean six-pack abs; it means being able to stand up, sit comfortably, ease rehabilitation of injuries, and do chores without experiencing pain. This Monday find a spot in your favorite park to build your core. #MoveItMonday

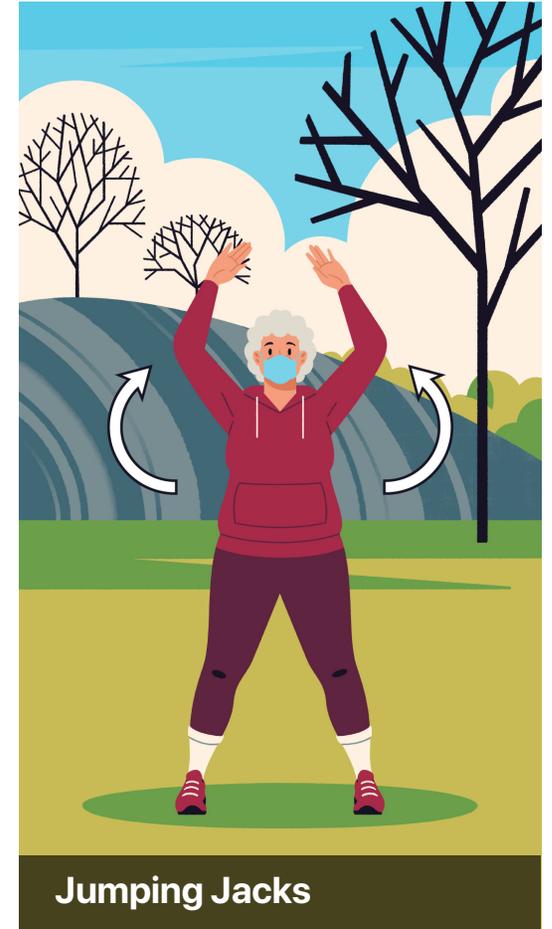
**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#core>



The Jab



The Cross

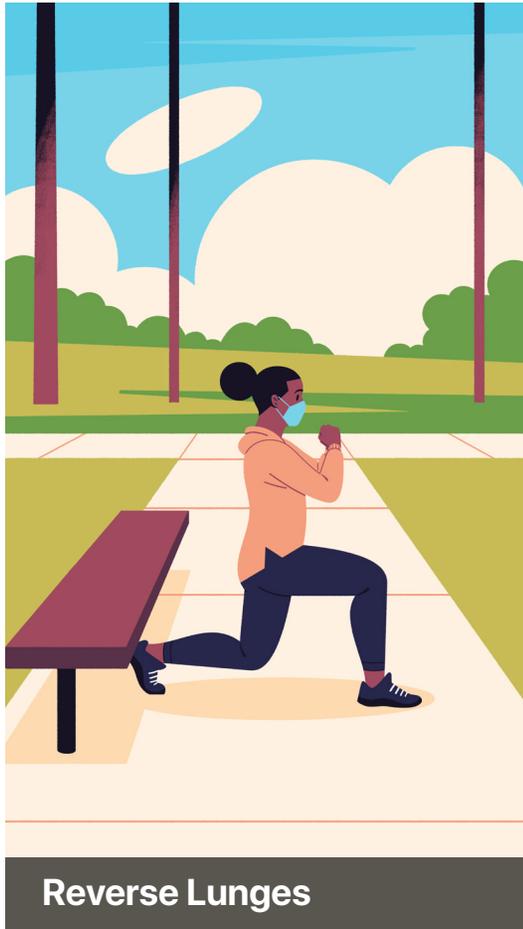


Jumping Jacks

## Week 5 - Cardio

**Suggested Social Media Language:** Fitting in a quick cardio workout to start your week can help improve heart health, regulate weight, and lower blood pressure. And you don't need to end up drenched in sweat to reap the benefits. #MoveItMonday

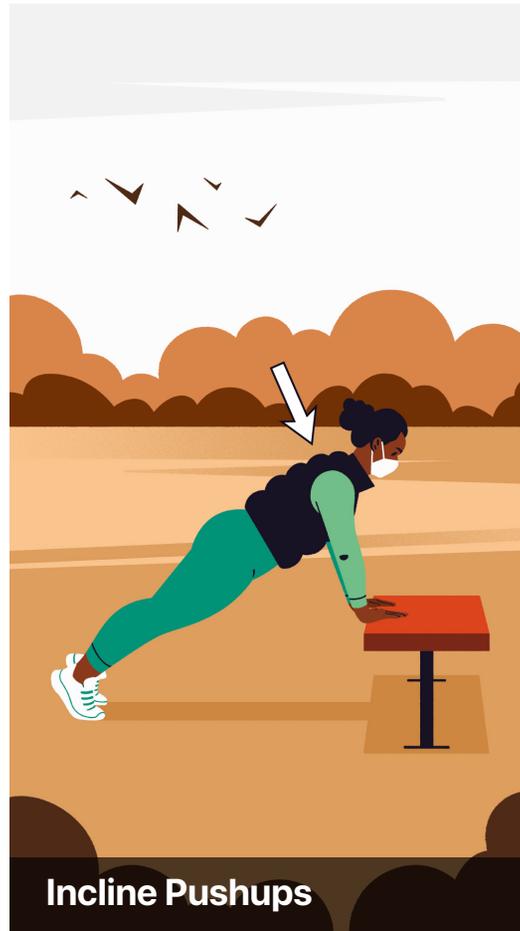
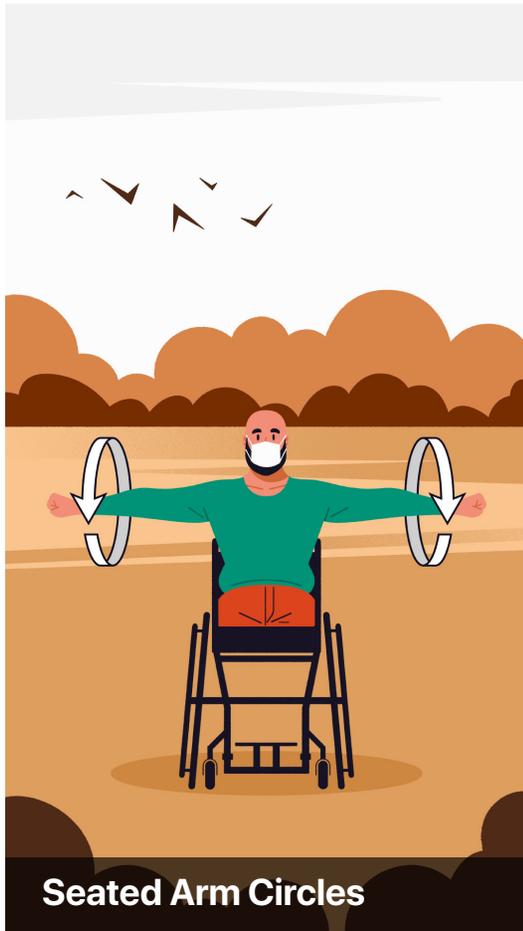
**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#cardio>



## Week 6 - Lower Body Strength

**Suggested Social Media Language:** Everyday activities — walking upstairs, putting away groceries, getting off the couch — engage the muscles in our lower body. Make this Monday your day to commit to strengthening your lower body using just a park bench! #MoveItMonday

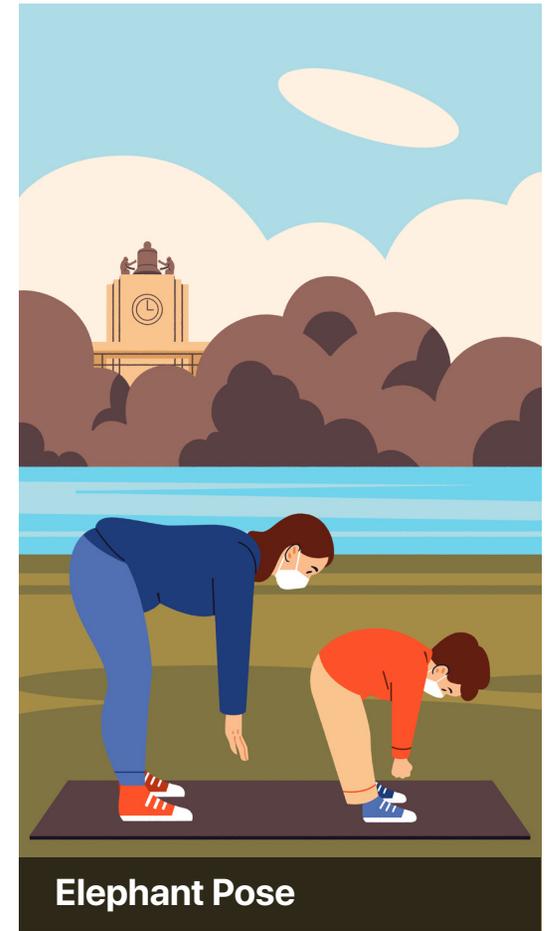
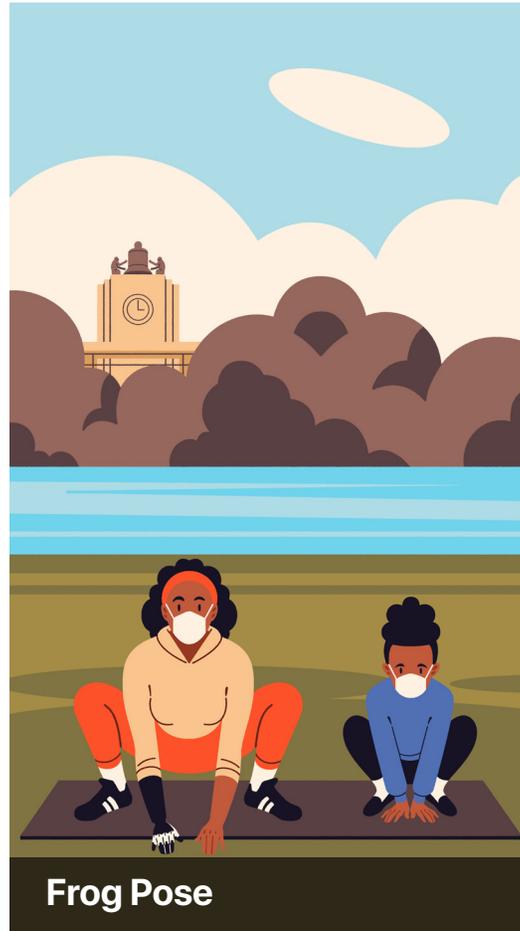
**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#lowerbodystrength>



## Week 7 - Arms & Chest

**Suggested Social Media Language:** Make exercise enjoyable with a set of arm and chest workouts that you can do anywhere, anytime - no equipment required. This Monday get some fresh air and work out your upper body. #MoveItMonday

**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#armschest>



## Week 8 - Family Fitness Fun

**Suggested Social Media Language:** Using yoga-inspired movements, you can simultaneously promote physical activity, while fostering learning. This #MoveItMonday, motivate the young people in your household or family unit to stay active with fun animal poses and exercises.#MoveItMonday

**Weblink to Step-by-Step Exercises:** <https://www.mondaycampaigns.org/move-it-monday/move-it-in-the-park#family>

# Next Steps

The Monday cue can be applied to a range of different health behaviors, from stress reduction to healthy eating to tobacco cessation. Explore our resources, and contact us to find out how a Monday reminder can help support your organization's wellness goals.

## Be Sure to Stay in Touch with Move It Monday



facebook.com/LetsMoveItMonday



twitter.com/moveitmonday



instagram.com/moveitmonday



pinterest.com/moveitmonday

## Interested in More Move It Monday or General Healthy Monday Programming?

For starters, make sure you [subscribe](#) to all The Monday Campaigns e-newsletters, and visit our websites every week to download Monday-focused material that addresses your organization's needs. [mondaycampaigns.org/subscriptions](http://mondaycampaigns.org/subscriptions)

You can forward content from our emails or social media to your group every week, or dig into our websites to handpick the material that supports your health goals.

## Need Our Help?

We're happy to assist you in developing a dedicated Move It Monday or broader Healthy Monday program and on a case-by-case basis can enlist the help of other partners to help design and evaluate programs. If you're interested [submit an inquiry](#).

## Endnotes:

1. Data Decisions Group. 2019. Nationally representative survey of 1000 adult Americans.
2. Carol, D. D. 2019. Inactivity Related to Chronic Disease in Adults with Disabilities. National Center for Chronic Disease Prevention and Health Promotion, CDC. <https://www.cdc.gov/nccdphp/dnpao/division-information/media-tools/dpk/vs-disability-activity/index.html>
3. Role of Parks and Recreation on Health and Wellness. National Recreation and Parks Association. <https://www.nrpa.org/our-work/Three-Pillars/role-of-parks-and-recreation-on-health-and-wellness/>
4. Giles-Corti et al., 2005. Increasing walking: How important is distance to, attractiveness, and size of public open space? American Journal of Preventive Medicine. Vol. 28, Issue 2, Supplement 2, 169-176, February 01, 2005. [https://www.ajpmonline.org/article/S0749-3797\(04\)00298-3/fulltext](https://www.ajpmonline.org/article/S0749-3797(04)00298-3/fulltext)
5. Physical Activity Basics. 2020. CDC. <https://www.cdc.gov/physicalactivity/basics/index.htm>
6. Inactivity Related to Chronic Disease in Adults with Disabilities. 2019. Division of Nutrition, Physical Activity, and Obesity, CDC. <https://www.cdc.gov/nccdphp/dnpao/division-information/media-tools/dpk/vs-disability-activity/index.html>