



Partner Toolkit



Contents

Introduction

What is Moving More?
What are the benefits of joining **Moving More**?
What Moving More offers

Available resources

How you can support Moving More

Toolkit contents

Key messaging
Social media assets
Email copy
Stakeholder engagement assets





Moving More

Introduction

Introduction

- This marketing toolkit is designed to support you in promoting the Moving More Activity Finder across your networks and communities.
- Our Activity Finder helps build healthy habits that last a life-time and we'd love your help to ensure everyone gets involved! We would absolutely love your help to ensure as many people as possible benefit from Moving More.
- In this document you can find all the information, creative imagery and assets required to successfully activate you part in Moving More..

Thank you in advance for your support!



What is Moving More?

- The Moving More website is home to the online Activity Finder where anyone can search through thousands of opportunities to be active in Hertfordshire.
- The Moving More Activity Finder is a platform enabling activity providers to showcase their sessions and reach new audiences.
- Physical activity sessions advertised on the Activity Finder could be run by organisations of all sizes, including leisure centres, gyms, sports clubs, fitness professionals, community groups, and many others.



What are the benefits of Moving More?

The Moving More Activity Finder curates local activities in one easy to find place. It is powered by Open Data, meaning activities from across a wide range of providers are hosted on the platform.

Activities are searchable by filters, meaning people can find the perfect activity to suit what matters to them.

Moving More includes a number of free sessions, which you can search for using the cost filter.

Moving More has a dedicated Officer working with local providers to get their activities on the Activity Finder, meaning the number of sessions available are always increasing.

There are lots of benefits for clubs and partners signing up, including:

- The Moving More Activity Finder provides FREE marketing, helping activity providers advertise their sessions to more potential participants.
- It is estimated that opening session data to Activity Finders can improve participation rates by 10-25%
- HSP have support available to help you understand the process of uploading your sessions, simply complete this form
- There are many more benefits in this link.



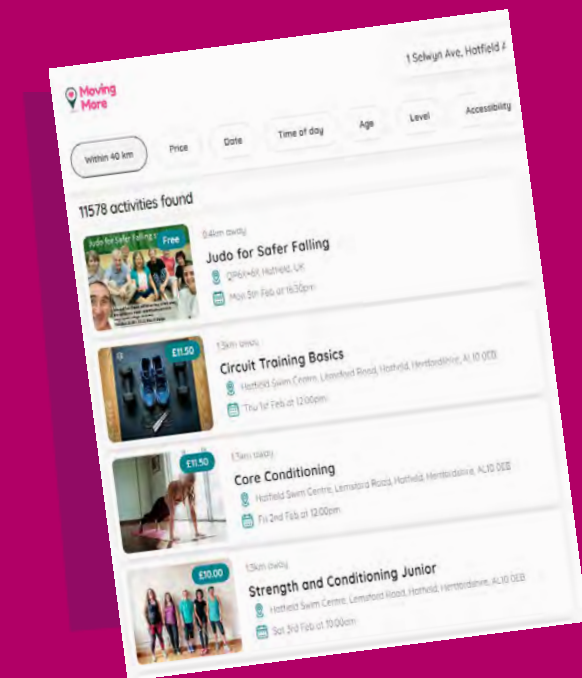
What Moving More offers

Find activities on the Activity Finder



The Moving More Activity Finder is an online tool helping people in Hertfordshire to find, and book, local physical activity opportunities

Publish your sessions online or on the app



Information is available to help those providing activities to upload their sessions to the Activity Finder.

Find ways to be active at home



A collection of videos offering free workout sessions, ranging from high-intensity routines to exercises suitable for the whole family to take part in.

Information for Healthcare Professionals



A webpage for health professionals to access resources to support referrals into physical activity and increase their engagement with Moving More.



Moving More

How you can support

Ways to promote Moving More

We'd love your help to promote Moving More by sharing information through your own networks.

To create high levels of engagement, we suggest two scalable areas of activation:

1. **Social amplification** – using the power of your existing social following and their connections by sharing social media content to X (Twitter), Facebook, TikTok, LinkedIn, and Instagram.
2. **Stakeholder engagement** – working with stakeholders (which can be your own networks), or key **other** organisations you have links with

To help you do this, you can find in this toolkit:

- **Social media graphics**
- **Email**
- **Newsletter copy**





Moving More

Toolkit Contents

Key Messaging

This February's relaunch will see HSP and partners shine a spotlight the **Moving More Activity Finder**, helping increase the number of people in Hertfordshire using the tool. The relaunch involves highlighting the significant developments that have been made to Moving More prior to its role out in this period.

A key message from this is there is now a fresh new look to the Moving More website, making the site more user friendly. The addition of a widget on the home page enables users to immediately search for activities when landing on Moving More. We hope this will increase the conversion rate of those visiting the website to making a booking to attend a session.

As well as making the site more engaging visually, additional information has also been added. Updates include a revamped 'workout from home' page, showcasing a range of activities for those that want to be active from the comfort of their own home. This has refined the online activities and apps showcased on Moving More, providing greater quality assurance of those deemed appropriate to varied target audiences.

Another exciting development coinciding with the relaunch, is the launch of the Moving More web-based app. The creation of this bespoke app will provide users with easy access to the Moving More Activity Finder, making it simpler than ever to find physical activity opportunities in and around Hertfordshire.

The new app provides the main functions of the wider Moving More website, but having this accessibility at the touch of a button will be invaluable for those looking to find activities to develop and sustain physically active lifestyles. Throughout the relaunch, encouraging users to download the app will be a driving force of the campaign.

Additional messaging for activity developer

The website developments should also help if you are looking to publish your activities. On the new '**upload your sessions**' page it has the key information for activity providers looking to promote their sessions. This platform will extend your reach to new audiences and improve your participation numbers. We have designed this page to include all the information needed to help with uploading you own sessions.

Additional messaging for Moving More partners

Key partners are able have access to Moving More on their own website through the use of the iframe. Incorporating this innovative tool on your website can significantly elevate your online presence and user engagement. One of the primary benefits of the Moving More iframe widget is its ability to keep users engaged directly on your website. The Moving More provides users with a seamless way to discover physical activities without navigating away from your website.

Additional messaging for Health professionals

A page has now been also created to host information for health professionals. Moving More has the potential to support those working in the health sector make direct referrals to physical activity opportunities. By creating a bespoke page for those working within the health sector we hope to raise awareness of the activity finder, providing resources to support referrals to physical activity and generally increase health professional engagement with Moving More.

 **Download assets**

Social media assets

We have created a number of social media graphics, which you can use across your preferred channels to help raise awareness of Moving More and how people can get involved. Graphics are available in a variety of sizes to suit each channel. Editable versions for partners are also available.

General tips

- Keep it short – you will get most engagement through short posts.
- Make it visual – avoid text-only posts. **Use images of your sessions, and make the as active as possible.**
- Include a clear call-to-action – this means letting people know up-front what you want them to do e.g. visit the **Moving More** website to get involved.
- Use the hashtag **#GetMovingMore** so you will be involved in the wider activity around the campaign.



↓ Download assets

Social media example

We have created some suggested social media posts as a guide which can be tweaked to suit your own tone of voice.

Please tag **@sportinherts** and **#GetMovingMore**



Stakeholder engagement assets

Your network is the people and organisations you know. They could be individuals or organisations, professionals or volunteers, sole traders or part of a much larger organisation. Whoever they are, you know your local network much better than we do, and they probably know you much better than they know us. So it makes sense that these messages should come from you.

We want to make this as simple as possible for you so you can use the email on the next page to inform your network about Moving More and the Activity Finder. Of course you are welcome to pass on the social media assets as well, and encourage them to spread the news about the Activity Finder inform their own networks.



Email copy

Please find below a draft email you can send to people to introduce them to Moving More. You can tweak this to suit your own tone of voice.

Dear X,

We all know how important it is to be physically active. We also know that one of the biggest barriers to getting active is not knowing all the great opportunities that are available to you. This is where the Moving More Activity Finder can help!

Whether you are currently doing no activity at all, or you're already dedicated to being physically active, you can use the Moving More Activity Finder to search thousands of local opportunities to find something that works for you.

There are so many ways to get more active, whether on your own as a family or group of friends, or joining a new local group. You can also use Moving More to discover ways to be more active from the comfort of your own home. Whatever you choose you'll be one step closer to a healthier lifestyle.

So what are you waiting for?! Download the app here (insert hyperlink) or go to www.movingmore.co.uk to find out all the fantastic ways you could Get Moving More!

To: name@emailaddress.com

Subject: Get your self Moving More

Dear X,

We all know how important it is to be physically active. We also know that one of the biggest barriers to getting active is not knowing all the great opportunities that are available to you. This is where the Moving More Activity Finder can help!

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So what are you waiting for?! Download the app here or go to www.movingmore.co.uk to find out all the fantastic ways you could Get Moving More!

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Newsletter copy

Please find below an example of some wording you might like to include in your newsletters.

Unleash Your 2024 Energy with Moving More!

Ready to make 2024 your most active year yet? Dive into an active journey with our Moving More Activity Finder!

Whether you're a fitness pro or just getting started, discover sessions that fit you – solo, with the community, or family-friendly options, all across Hertfordshire.

Access the Moving More Activity Finder now or download the app. Find your perfect match for regular workouts or one-time adventures. It's time to Get Moving More and kickstart a healthier you!

Cheers to a vibrant 2024!



**Please contact us if you have any questions about
using this toolkit [@info@movingmore.co.uk](mailto:info@movingmore.co.uk)**

 @sportinherts  @sportinherts  @sportinherts

#GetMovingMore