



Social media messaging

To track the success of this virtual event, we request that all organisations utilise the hashtag **#MentalHealthConf2024** in every message you share.

We encourage you to use the following messaging, or variations thereof. Please ensure to include **#MentalHealthConf2024**. In any messaging shared, please remember to tag **@sportinherts**

Please note that where stated 'or insert registration link', this should only be inserted in the caption if it can be hyperlinked. Instagram does not allow hyperlinks so in this instance please add the link into your bio. All other social media platforms will let you add a hyperlink in the caption.

Date	Headline	Caption
15 th March	Sign up now	<p>Are you a healthcare professional interested in how sport and physical activity can be used to benefit people's mental health?</p> <p>Book your FREE place now on the Mental Health in Sport and Physical Activity Virtual Conference!</p> <p>Use the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024 @sportinherts</p>
18 th March	Not long to go!	<p>Next week is the Mental Health in Sport and Physical Activity Virtual Conference.</p> <p>Hear from a range of guest speakers, including @ActiveEssexFoundation and @hwessex discussing mental health in relation to their organisation.</p>

		<p>Book your FREE space now via the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024 @sportinherts</p>
20 th March	Spaces are filling up	<p>Only one week to go until the Mental Health in Sport and Physical Activity Virtual Conference.</p> <p>Prepare to ignite enthusiasm, inspire collaboration and spark meaningful change.</p> <p>If you haven't already, get signed up now as spaces are filling up!</p> <p>Use the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024 @sportinherts</p>
22 nd March	Guest speakers	<p>Join us in only 5 days' time to hear from Healthwatch Essex, Active Essex, Watford FC Trust and many more at the Mental Health in Sport and Physical Activity Virtual Conference!</p> <p>Book your FREE space now via the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024 @sportinherts</p>
25 th March	The countdown has begun!	<p>This week @sportinherts will be hosting the Mental Health in Sport and Physical Activity Virtual Conference.</p> <p>If you are interested in how sport and physical activity can be used to benefit people's mental health, then book onto this FREE event now!</p> <p>Use the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024</p>
26 th March	1 day to go	<p>Tomorrow is the Mental Health in Sport and Physical Activity Virtual Conference.</p> <p>@sportinherts have a great line-up of guest speakers all with a passion around how sport and physical activity can benefit mental health.</p>

		<p>Be quick whilst you still have time to book on, use the link in our bio (or insert registration link)</p> <p>#MentalHealthConf2024</p>
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