


Carers Active April 2024 social media toolkit

This social media toolkit will help you raise awareness of our annual Carers Active April campaign and share information about it with your audiences. Our key ask is that you support our campaign on your social media channels, using the hashtag #CarersActiveApril and the graphics and suggested copy we've provided.

We'd be particularly grateful if you'd support our campaign by using the suggested posts below:

Launch of Carers Active April on Tuesday 2 April, supporting the campaign, or launching your own events:

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Today is the first day of #CarersActiveApril ! Together with @CarersUK, we're supporting unpaid carers to look after their own wellbeing and build physical activity into their routines
 Find out more and get involved: <https://www.carersuk.org/carersactiveapril>

It's officially #CarersActiveApril ! Through the month, we'll be supporting unpaid carers to get active by doing **[your event]**. Sign up [here](#)

When you're caring for someone, it can be difficult to find time to look after your own health. That's why #CarersActiveApril is here to help you get started and stay motivated. Take the first step and check out @CarersUK's online activity videos today:
<https://www.carersuk.org/carers-active-videos>

We're taking part in #CarersActiveApril! This month is all about supporting unpaid carers to become more physically active and raise awareness of the barriers carers can face in getting active. Find out more: <https://www.carersuk.org/carersactiveapril>

Facebook/LinkedIn

Today marks the first day of Carers Active April, a campaign run by Carers UK to help make physical activity more fun, accessible and welcoming for carers.

48% of carers are inactive, compared to 26% of all adults, and nearly 75% of carers don't feel able to access local sport and leisure facilities. But activity has huge benefits for their physical and mental health, with 73% of carers saying physical activity makes them feel good about themselves.

Carers play such an important role in society, helping to care for those that need it. Even when juggling these responsibilities, it's important for carers to take time to look after themselves too. That why we're running **[your event]** at **[time and place]**.

We are delighted to invite all carers to join our events!

Graphic



Join Carers UK for a whole month of free fitness and wellness sessions!

Carers Active April: We move more (mass walk day, where you can run your own group walk for carers): Thursday 11 April

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This Thursday, walk with us at **[place, time]** for #CarersActiveApril : We Move More! We're encouraging carers to get outside and sociable with us for a group walk – one of many across the UK! Let's move more together.

April 11 is #CarersActiveApril : We Move More! We're raising awareness about the benefit of exercise for carer by organising **[event, time, place]**. Join us here: **[link]**

Facebook/LinkedIn

Lace those trainers up, because it's time to get outside!

This Thursday, walk with us at This Thursday, walk with us at **[place, time]** for #CarersActiveApril : We Move More! We're encouraging carers to get outside and sociable with us for a group walk – one of many across the UK! Let's move more together.

We are supporting Carers UK in their campaign to raise awareness about the benefits of activity for carers, and to help make it more accessible, boosting carers' mood and reducing their isolation.

If you'd like to take part in our walk at **[place]**, then please sign up at **[link]**.

Graphics


Carers Active April: We Move More





11 April 2024

Get together with fellow carers for a mass walking event!

Weekly Themes

<p>Week 1, commencing on 1 April: Active living with a long term health condition.</p>	<p>The first week of #CarersActiveApril is all about being active while managing a long-term health condition. Physical activity can be achievable and beneficial for everyone, check out @CarersUK's Carers Active Hub for inspiration and motivation: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/health-info/</p>	<p>Carers Active April carersUK</p> <p>Week one Active living with a long-term health condition</p>  <p>Learn how to keep active while managing chronic illness</p>
	<p>Being active is not just about getting fit 🏃 Activities such as gentle exercises can help</p>	

	<p>manage long term health conditions by supporting your flexibility, strength and balance.</p> <p>Try the gentle exercises from @carersUK Carers Active Hub to get started: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/gentle-exercises/</p>	
<p>Week 2: Embracing the Outdoors</p>	<p>The second week of #CarersActiveApril is all about getting active outdoors 🏃</p> <p>🌳 Whether you plan to pop down to the local park or get active in your garden, check out @CarersUK’s Carers Active Hub for inspiration and motivation: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/walking/</p>	<p>Carers Active April carersUK</p> <p>Week two Embracing the outdoors</p>  <p>Getting outside can do wonders for your physical and mental health.</p>
<p>Week 3: Movement and mental wellbeing</p>	<p>Being active is not just about improving your physical health. Activities like pilates and mindfulness can have a positive impact on your mental health and help you find time to recharge 🧘 Get started with videos from @carersUk Carers Active Hub: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/physical-activity-and-wellbeing-videos/</p>	<p>Carers Active April carersUK</p> <p>Week three Movement and mental wellbeing</p>  <p>Getting active isn't just great for the body, it's great for the mind too.</p>

	<p>It can be difficult to look after your own wellbeing as a carer. This week for #CarersActiveApril, check out @CarersUK's Carers Active Hub for online info sessions on everything from tai chi to goal setting: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-active-online-sessions/</p>	<p>Carers Active April carersUK</p> <p>Week three Movement and mental wellbeing</p>  <p>Getting active isn't just great for the body, it's great for the mind too.</p>
<p>Week 4: Sport and leisure centres in your area</p>	<p>During the final week of #CarersActiveApril we want to highlight how fantastic community sports clubs and leisure facilities can be! Sports clubs, lidos, and leisure centres are all great places to get active and meet people in your local area. Find activity ideas on @CarersUK's Carers Active Hub: https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/activity-ideas/</p>	<p>Carers Active April carersUK</p> <p>Week four Sport and leisure centres in your area</p>  <p>Learn what your area has to offer for carers and those you care for</p>

Evergreen content

These can be used throughout April, or in the lead-up, or after the month. For more evergreen social media assets, including graphics, you can also check out our general [Carers Active Social Media Kit](#).

Carers' stories

"It can seem daunting taking that first step, but take it from me – it's worth it." Chris cares for his husband Graham. Read how going to the gym has helped him to look after himself and Graham: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/chris-story/> #CarersActiveApril

“One of my proudest moments was seeing Gareth lead the large Chinese squad into the arena at the closing ceremony of the Boccia World Cup.” Gill and her son Gareth, who she cares for, play boccia together. Read their story: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/gills-story/>
#CarersActiveApril

“It’s a chance to forget everything for an hour or so.” Hayley shares how she learnt to make time for self-care and physical activity while caring for her husband Vincent. Read her story: <https://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-hub/carers-stories/gills-story/> #CarersActiveApril

“If I am well enough physically and mentally then I can give my best to caring.” Join Moonmoon and have a go at @CarersUK’s mindful movement physical activity and wellbeing video this #CarersActiveApril: <https://youtu.be/Fjsdvl2slaw>

Statistics

Research from @CarersUK found that 67% of unpaid carers said taking part in physical activity helped them feel more connected to other people. Find ways you can be more active while looking after someone this #CarersActiveApril: <https://www.carersuk.org/carersactiveapril>

83% of unpaid carers said that being physically active makes them feel good about themselves, according to research by @CarersUK. #CarersActiveApril is all about supporting carers find ways to get active that work for them. Find out more: <https://www.carersuk.org/carersactiveapril>

83% of carers said being active helped them to learn more about the importance of looking after their health, according to research by @CarersUK. Help carers be active and boost their health this #CarersActiveApril: <https://www.carersuk.org/carersactiveapril>