



## get the word out

After you post a free class or event on the United We Sweat website, take these steps to advertise your class/event and promote your business.

### Before the class:

- Use the marketing toolkit for customized flyers and social media graphics
- Share in an e-newsletter to current clients/members
- Post on your website
- Create a Facebook event and invite your friends
- Post an invitation on social media using the customized graphic and tag the United We Sweat partners who can share your post with their audiences. Use the hashtag #UnitedWeSweat
- Post flyers in your location and on community boards around town (libraries, coffee shops, schools, etc.)

### During the class:

- Use the script from the marketing toolkit to explain United We Sweat and encourage attendees to visit the website for more free options and consider a donation to keep future classes free
- Encourage attendees to bring a friend to the next class
- Take pictures (with consent to share)

### After the class:

- Post a recap on social media using one of your photos. If your class is recurring, include details on the next occurrence
- Input attendance into the United We Sweat website

### Sample Social Media Language:


#### [Option 1]

United We Sweat is your go-to network for FREE health and wellness activities right here in Lorain County. We believe in making wellness accessible to everyone - regardless of location, age, or skill level.

 Upcoming Class/Event: [Class/Event Name]

 Location: [Location Details]

 Date & Time: [Date], [Time]

 Open to: Everyone! (It's absolutely free!)

[Brief Description of Class, Benefits of the Class, e.g., "improve flexibility, reduce stress, and boost overall health", and/or Any Applicable Tags e.g. "senior friendly, family friendly, dog friendly, cardio, strength training, etc."].

Whether you're taking your first step into wellness or looking for new ways to enhance your journey United We Sweat's free classes are for you. Be part of a movement that cherishes health, well-being, and community spirit. Let's get moving, Lorain County! #UnitedWeSweat [Tag United We Sweat Partners]

## [Option 2]

✨ United We Sweat @ [Location Name] ✨

Dive into a world of health and wellness with our FREE [Class Name] at [Location Name], as part of the United We Sweat initiative powered by @uwloraincounty

👤 Featured Class: [Class Name]

📍 Spotlight Location: [Full Address or Location Details]

📅 1 When: [Date], [Time]

👉 Cost: Absolutely FREE!

Perfect for both beginners and seasoned enthusiasts, our [Class Name] is designed to [Brief Description of Class, Benefits of the Class, e.g., “improve flexibility, reduce stress, and boost overall health”, and/or Any Applicable Tags e.g. “senior friendly, family friendly, dog friendly, cardio, strength training, etc.”].

Let’s make wellness accessible and fun for all in Lorain County! Join us for a session that promises to leave you rejuvenated and connected with our vibrant community. #UnitedWeSweat

## Partner Social Media Handles:

### 📷 Instagram:

@clevelandclinic  
@lorainccc  
@loraincometparks  
@loraincohealth  
@sundogyogawellness  
@uh\_avon\_fitness  
@uwloraincounty

### 📘 Facebook:

@clevelandclinic  
@lorainccc  
@loraincountymetroparks  
@loraincountyhealth  
@mercylorainregion  
@barefootbootswellness  
@uhavonfitness  
@uwloraincounty

### 📧 X:

@clevelandclinic  
@lorainccc  
@lcmetroparks  
@loraincohealth  
@uhavonfitness  
@uwloraincounty