



**banpac**

Bay Area Nutrition &  
Physical Activity Collaborative

A Social Media Campaign

# THE LIVING BILLBOARD



# Purpose

- BANPAC is launching the Living Billboard Campaign January 2015. The Living Billboard is a social media campaign to raise awareness around healthy activities among social networks.

# What is a Living Billboard?



- A living billboard is a picture of an individual or group of individuals holding up a white board that displays a healthy slogan. The picture is then posted on social media with hashtags.

# The How To Guide

## Living Billboard How To Guide

1. Write your healthy goal or healthy action on the whiteboard (e.g. “I drink water”, “I enjoy REAL food”, “I am active”, etc.)
2. Take a picture with your message
3. Upload your picture on social media (e.g. Facebook, Twitter, Instagram, Google+)
4. Add 1-3 hashtags to your photo(s).
  - a. Suggested hashtags: #livingbillboard #championsforchange #BANPAC
  - b. And add your own hashtags
5. Share your hashtagged photo(s) to social media
6. Congratulations! You created a living billboard!



Like · Comment · Share





# Monthly Themed Hashtags

Month and Themes	Theme hashtag suggestions
January- New Year's Resolutions	#HappyHealthyNewYear #HealthyNewYearsResolution #2015reolution #health #Healthy2015 #cultureofhealth #committedtohealth
February-American Heart Association Month	#heartmonth #loveyourheart #hearthealthyiving #hearthealthyfoods #heartstrong #healthyheartsmove #heartsmart
March-National Nutrition Month NEOPB-Rethink Your Drink	#nutritionmonth #EatToLive #myplate#fruitsandveggies #biteintohealth #rethinkyourdrink #choosewater



# Steps for Facilitators

## Living Billboard Steps for Facilitators and Support Staff

### Materials

- Camera or camera phone
- 11 by 14 paper and markers
- Whiteboard with expo marker

Encourage participants to create their own health action or health goal. Take pictures of the participants with the signs throughout the training, ensuring you capture a group photo at the end of class. Walk participants through the How-to-Guide on how to post the picture on social media. Emphasize that the participants use the hashtags #BANPAC and #livingbillboard because this is how we will capture and evaluate reach for the campaign.

The whiteboard can be used to create larger messages that focus on the main themes covered as part of your training. Examples include, “Community Engagement is not a newsletter” or “Champion Moms make our neighborhood healthy”.



# Template



#Livingbillboard #ChampionsForChange #BANPAC



# Where can you post?

- Personal Social Media Platforms
- Not NEOPB approved
- Consent form required for state websites





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# Questions?



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**#Thankyou**