



LIVE WELL
SAN DIEGO

2020 Virtual Live Well Advance

Building Healthy, Safe, and Thriving Communities Together

Stronger Together, Now More than Ever

Social Media Playbook

www.livewellsd.org/advance



LIVE WELL
SAN DIEGO

OVERVIEW

The *Live Well Advance* is an annual event that brings together hundreds of partners and stakeholders to network, engage in collaboration, and learn about new tools and best practices to improve the quality of life in our communities. Leaders from every sector are invited to advance a shared vision of a healthy, safe and thriving San Diego region. The event will feature a day of learning where the local community can reflect on the ways they can each serve as agents of change individually and collectively.

The theme of the 2020 Live Well Advance is **Stronger Together, Now More than Ever** and will take place **virtually** on **December 3rd, 2020**. New in 2020, the event will consist of multiple breakout sessions where participants can learn more about different sectors and health topics.

Who should use this playbook?

This playbook is intended for participants of the event, including exhibitors, sponsors, speakers, and members of the *Live Well Advance* planning committee.

EVENT DETAILS

Date And Time

Thursday, December 3, 2020

8:00 am – 4:30 pm

Register

<https://pheedloop.com/2020advance/site/>

Instructions:

- 1) Select “1” ticket and then “checkout” with a price of \$0 BEFORE you can select which sessions you want to join.
- 2) Go to “Schedule” in the menu to select your sessions.
- 3) Click the [+] to add sessions to your schedule. It will turn green when session is added.



AGENDA

Start Time	End Time	Activity
8:00 am	8:15 am	Keynote Introduction
8:15 am	9:45 am	Keynote Opening Session
9:45 am	10:00 am	<i>15-minute Break</i>
10:00 am	11:00 am	Breakouts, Part I
11:00 am	11:30 am	<i>30-minute Break</i>
11:30 am	12:30 pm	Plenary Session
12:30 pm	1:00 pm	<i>30-minute Break</i>
1:00 pm	2:00 pm	Breakouts, Part II
2:00 pm	2:15 pm	<i>15-minute Break</i>
2:15 pm	3:15 pm	Breakouts, Part II
3:15 pm	3:30 pm	<i>15-minute Break</i>
3:30 pm	4:30 pm	Breakouts, Part IV

KEYNOTE SPEAKER



TRABIAN SHORTERS

FOUNDER & CEO OF BME COMMUNITY, NEW YORK TIMES BEST SELLING AUTHOR, RETIRED TECH ENTREPRENEUR, & FORMER VP OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

His pioneering work in [Asset-Framing](#) earned Shorters recognition as one of the world's leading social entrepreneurs, as well as prestigious Ford Foundation, Ashoka and Aspen Institute fellowships. Senior leadership teams of iconic social impact organizations including the Bill and Melinda Gates Foundation, New Schools Venture Fund and The Heinz Endowments request Asset-Framing for their boards, staffs and grantees.

“Shorters’ organization, [BMe Community](#), proves the power of Asset-Framing by training and organizing over 300 influential black leaders to be Vanguard of the Next Narrative on race communities and America’s future. Starting with Asset-Framing, these BMe Vanguard Fellows are taught 21st century leadership skills including cultural competency, social financial literacy, public persuasion and mutuality by global authorities in their fields. BMe Fellows serve millions of families per year and are defined by their lifelong commitment to building a more caring and prosperous society for us all.”

Shorters is a retired tech entrepreneur, former vice president of the John S. and James L. Knight Foundation and doting father to two brilliant, black twin girls who will live in the better world that we are making together for them.

POSTING TO SOCIAL MEDIA

This toolkit includes sample posts and templates for use on social media platforms (Facebook, Instagram, and Twitter) to promote the 2020 Live Well Advance.

We encourage you to personalize these messages so that they are meaningful to your audience.

When posting, make sure to use the hashtags: **#LiveWellAdvance & #LiveWellSD**

Please be sure to tag the following accounts when posting on each respective platform:

Facebook: @LiveWellSDVision

Instagram: @LiveWell_SD

Twitter: @LiveWell_SD

- All posts provided in this toolkit include a website link and/or image.
- To access the images, click on the link and right click on the image to download and save it to your computer.
- Upload images to your social media platform as image files instead of links.
- When including both a link and an image in a Facebook post, download/save the image file to your computer first.
 - Upload the image first and then paste the caption for the post.

SUGGESTED SOCIAL MEDIA POSTS

Facebook	Twitter	Instagram	Image/Link
<p>The 2020 #LiveWellAdvance is going VIRTUAL! This year's theme is Stronger Together, Now More Than Ever. The virtual event will feature a day of interactive breakout sessions to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive. Join us on December 3rd and register today: livesd.org/advance</p>	<p>The 2020 #LiveWellAdvance is going VIRTUAL! Join us 12/3 for a day of interactive breakout sessions advancing the #LiveWellSD vision. Register: livesd.org/advance</p>	<p>The 2020 #LiveWellAdvance is going VIRTUAL! This year's theme is Stronger Together, Now More Than Ever. The virtual event will feature a day of interactive breakout sessions to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.</p> <p>What did you enjoy most about last year's event? Share below!</p> <p>Join us on December 3rd and register at the link in @livesd bio today.</p>	<p>Image: https://bit.ly/2GAqmrB</p>
<p>Registration is now open for the 2020 Virtual #LiveWellAdvance! This year we are Stronger Together, Now More Than Ever as we come together to help advance the #LiveWellSD vision for all San Diegans to live #healthy, #safe and #thriving lives. Join us December 3rd, register at livesd.org/advance</p>	<p>Registration is now open for the 2020 Virtual #LiveWellAdvance! This year we are Stronger Together, Now More Than Ever as we come together to help advance the #LiveWellSD vision living #healthy, #safe and #thriving lives. Join us 12/3, register at livesd.org/advance</p>	<p>Registration is now open for the 2020 Virtual #LiveWellAdvance! This year we are Stronger Together, Now More Than Ever as we come together to help advance the #LiveWellSD vision for all San Diegans to live #healthy, #safe and #thriving lives. Join us December 3rd, register at the link in @livesd bio.</p>	<p>Image: https://bit.ly/36GnDaR</p>

SUGGESTED SOCIAL MEDIA POSTS

Facebook	Twitter	Instagram	Image/Link
<p>We're excited to announce Trabian Shorters, Founder and CEO of BMe Community, New York Times Best Selling Author, Retired Tech Entrepreneur, and former Vice President of the John S. and James L. Knight Foundation as Keynote Speaker for the 2020 #LiveWellAdvance!</p> <p>Mr. Shorters is the leading authority on an award-winning approach to Diversity, Equity, Inclusion, and Impact called "Asset-Framing." Join us on December 3rd, register today: livewellsd.org/advance #LiveWellSD</p>	<p>We're excited to announce Trabian Shorters, Founder and CEO of BMe Community, as Keynote Speaker for the 2020 #LiveWellAdvance! Join us on December 3rd to learn more from Mr. Shorters. Register: livewellsd.org/advance</p>	<p>We're excited to announce Trabian Shorters, Founder and CEO of BMe Community, New York Times Best Selling Author, Retired Tech Entrepreneur, and former Vice President of the John S. and James L. Knight Foundation as Keynote Speaker for the 2020 #LiveWellAdvance!</p> <p>Mr. Shorters is the leading authority on an award-winning approach to Diversity, Equity, Inclusion, and Impact called "Asset-Framing."</p> <p>Join us on December 3rd, register today at the link in @livewell_sd bio. livewellsd.org/advance #LiveWellSD</p>	<p>Image: https://bit.ly/34xR1xo</p>
<p>The 2020 Virtual #LiveWellAdvance will bring together thousands of leaders from every sector for a day to celebrate how we are Stronger Together, Now More Than Ever! Join us on Thursday, December 3rd. Learn more at livewellsd.org/advance #LiveWellSD</p>	<p>The 2020 Virtual #LiveWellAdvance will bring together thousands of leaders from every sector for a day to celebrate how we are Stronger Together, Now More Than Ever! Join us on Thursday, December 3rd. Learn more at livewellsd.org/advance #LiveWellSD</p>	<p>The 2020 Virtual #LiveWellAdvance will bring together thousands of leaders from every sector for a day to celebrate how we are Stronger Together, Now More Than Ever! Join us on Thursday, December 3rd. Learn more at the link in @livewell_sd bio. livewellsd.org/advance #LiveWellSD</p>	<p>Image: https://bit.ly/2F8LUeg</p>

SUGGESTED SOCIAL MEDIA POSTS

Facebook	Twitter	Instagram	Image/Link
<p>This year's Virtual #LiveWellAdvance will have over 30 different Breakout Sessions for participants to choose from! Learn more about ACEs, Diversity, Education, and more in these community partner presentations. Register to pick your sessions today at livewellsd.org/advance #LiveWellSD</p>	<p>This year's Virtual #LiveWellAdvance will have over 30 different Breakout Sessions for participants to choose from! Learn more about ACEs, Diversity, Education, and more in these community partner presentations. Register today at livewellsd.org/advance #LiveWellSD</p>	<p>This year's Virtual #LiveWellAdvance will have over 30 different Breakout Sessions for participants to choose from! Learn more about ACEs, Diversity, Education, and more in these community partner presentations. Register to pick your sessions today at the link in @livewell_sd bio #LiveWellSD</p>	<p>Image: https://bit.ly/30JvwZf</p>
<p>Are you registered for the 2020 Virtual #LiveWellAdvance? Check out the @LiveWellSDvision website for the event schedule, registration instructions, list of Breakout Sessions, and more! livewellsd.org/advance</p>	<p>Are you ready for the 2020 Virtual #LiveWellAdvance? Check out the @livewell_sd website for the event schedule, registration instructions, list of Breakout Sessions, and more! livewellsd.org/advance</p>	<p>Are you registered for the 2020 Virtual #LiveWellAdvance? Visit the link in @livewell_sd bio for the event schedule, registration instructions, list of Breakout Sessions, and more! livewellsd.org/advance #LiveWellSD</p>	<p>Image: https://bit.ly/30J1OUb</p>
<p>Today is the 2020 Virtual #LiveWellAdvance where leaders from every sector will showcase how we are Stronger Together, Now More Than Ever. The event features a day of interactive breakout sessions and exhibitor networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.</p> <p>Are you attending? livewellsd.org/advance</p> <p>*Day of event post*</p>	<p>Today is the 2020 Virtual #LiveWellAdvance where leaders from every sector will showcase how we are Stronger Together, Now More Than Ever. The event features a day of interactive breakout sessions and exhibitor networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.</p> <p>Are you attending? livewellsd.org/advance</p>	<p>Today is the 2020 Virtual #LiveWellAdvance where leaders from every sector will showcase how we are Stronger Together, Now More Than Ever. The event features a day of interactive breakout sessions and exhibitor networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.</p> <p>Are you attending? livewellsd.org/advance</p>	<p>Image: https://bit.ly/2GAqmrB</p>