



LIVE WELL
SAN DIEGO

2019 Live Well Advance

Building Healthy, Safe, and Thriving Communities Together

Uniting For Impact

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 2019 Live Well Advance is **Uniting for Impact** and will take place on **October 28, 2019**. New in 2019, the Schools Summit on Student Engagement and Attendance will be co-located with the Live Well Advance.

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.

GETTING THERE

Date And Time

Monday, October 28, 2019

7:30 AM – 5:00 PM

Location

Marriot Marquis San Diego Marina
Conference Center – Grand Ballroom
333 West Harbor Drive
San Diego, CA 92101

Parking

Self-parking is available on-site at the Convention Center garage. Parking is free. Please mention “County of San Diego”, “*Live Well San Diego*” or “Live Well Advance” to the Ace Parking attendants.

AGENDA

Start Time	End Time	Activity
7:30 am	9:00 am	Registration and Breakfast
9:00 am	10:00 am	Opening Session
10:15 am	11:15 am	Breakouts, Part I
11:30 am	12:00 pm	Lunch & Networking
12:00 pm	1:00 pm	General Session featuring Keynote Speaker
1:30 pm	2:30 pm	Breakouts, Part II
3:00 pm	4:00 pm	Breakouts, Part III

KEYNOTE SPEAKER



ROSANNE HAGGERTY

PRESIDENT & CEO, COMMUNITY SOLUTIONS

Rosanne Haggerty is an internationally recognized leader in developing innovative strategies to end homelessness and strengthen communities. Community Solutions assists communities throughout the US and internationally in solving the complex housing problems facing their most vulnerable residents. Their large-scale change initiatives include the 100,000 Homes and Built for Zero Campaigns to end chronic and veteran homelessness, and neighborhood partnerships that bring together local residents and institutions to change the conditions that produce homelessness. Earlier, she founded Common Ground Community, a pioneer in the design and development of supportive housing and research-based practices that end homelessness.

Ms. Haggerty was a Japan Society Public Policy Fellow, and is a MacArthur Foundation Fellow, Ashoka Senior Fellow, Hunt Alternative Fund Prime Mover and the recipient of honors including the Jane Jacobs Medal for New Ideas and Activism from the Rockefeller Foundation, Social Entrepreneur of the year from the Schwab Foundation, Cooper Hewitt/Smithsonian Design Museum's National Design Award and Independent Sector's John W. Gardner Leadership Award. She is a graduate of Amherst College and Columbia University's Graduate School of Architecture, Planning and Preservation.

BREAKOUT SESSIONS

Breakouts, Part I

10:15 AM

- *Live Well San Diego* Overview
- Growing Your Mission: Financial Options Beyond Grants
- Climate Change: Why it Matters and How You Can Help
- Driving Positive Customer Outcomes with Person-Centered Care
- Thriving in San Diego County: Driving a More Inclusive Regional Economy
- Connect & Thrive: What is Important to Your School?

Breakouts, Part II

1:30 PM

- The Workplace Reset: From Threat to Thrive in 3 Courageous Steps
- Contracting Basics: Opportunities and Resources
- Addressing the Intersection of Mental Health, Homelessness and Criminal Justice
- Everyone's Business: Cultivating Dementia-Friendly Service Delivery
- Resident Leadership Academy (RLA) Council
- A Healthy School Climate: Advancing Student Success and Attendance

Breakouts, Part III

3:00 PM

- *Live Well San Diego*: Partnering For Communications
- Managing and Sharing Your Data - Understanding Opportunities and Limitations
- Preventing Homelessness by Strengthening San Diego
- Cultivating Equity
- Creating a Healthy Cities Agenda: Integrating Planning & Public Health for a Healthy, Safe, & Thriving Region
- School Safety: Envisioning Safer Schools

CONNECTION HUB

The Connection Hub will be an interactive space in the lobby where attendees will have the opportunity to network and engage with local organizations and subject matter experts. *Live Well San Diego* Recognized Partners and other exhibitors will conduct demonstrations, offer interactive games, experiences, or mini-consultations that represent the services and resources they provide.

Organizations participating in the Connection Hub at the 2019 Live Well Advance include:

- 101 Mobility of San Diego
- 211 San Diego
- Champions for Health
- County of San Diego Purchasing & Contracting
- First 5 San Diego
- Ignite Wellness San Diego
- Institute for Public Strategies
- Junior Achievement of San Diego County, Inc.
- Leap to Success
- *Live Well San Diego* Liaison Lab
- Move Your Feet Before You Eat Foundation
- Partnerships with Industry
- Revel Yoga
- San Diego County Credit Union
- San Diego County Library
- San Diego County Sheriff's Department
- San Diego Food Systems Alliance
- San Diego Oasis
- San Diego Regional Climate Collaborative
- Southern Caregiver Resource Center
- St. Paul's Senior Services
- Synergy Spa & Wellness Solutions
- The Book Catapult
- TransFamily Support Services
- U.S. Census Bureau and United Way
- Wellness Music Therapy and Essential Oils

POSTING TO SOCIAL MEDIA

This toolkit includes sample posts and templates for use on social media platforms (Facebook, Instagram, and Twitter) to promote the 2019 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.
- The dates provided for posts are suggestions. It is ok if posts are published on different dates.
- 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

Date	Facebook	Twitter	Instagram	Image/Link
10/4/19	<p>The theme of the 2019 #LiveWellAdvance is Uniting for Impact. The event will feature a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive. Join us on October 28 and register today: livewellsd.org/advance</p>	<p>The theme of the 2019 #LiveWellAdvance is Uniting for Impact. The event will feature a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive. Join us on October 28 and register today: livewellsd.org/advance</p>	<p>The theme of the 2019 #LiveWellAdvance is Uniting for Impact. The event will feature a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive. What did you enjoy most about last year's event? Share below! Join us on October 28 and register today: livewellsd.org/advance</p>	<p>Image: https://bit.ly/2nVBZjx</p>
10/7/19	<p>We're excited to announce Rosanne Haggerty, President & CEO of @cmtysolutions as the Keynote Speaker for the 2019 #LiveWellAdvance!</p> <p>Ms. Haggerty is an internationally recognized leader in developing innovative strategies to end homelessness and strengthen communities. She will share lessons from communities that have ended chronic and veteran homelessness. Join us on October 28th, register today: livewellsd.org/advance</p>	<p>We're excited to announce Rosanne Haggerty, President & CEO of @cmtysolutions as the Keynote Speaker for the 2019 #LiveWellAdvance!</p> <p>Join us on 10/28/19 and hear about lessons from communities that have ended chronic and veteran homelessness. Register: livewellsd.org/advance</p>	<p>We're excited to announce Rosanne Haggerty, President & CEO of @cmtysolutions as the Keynote Speaker for the 2019 #LiveWellAdvance!</p> <p>Ms. Haggerty is an internationally recognized leader in developing innovative strategies to end homelessness and strengthen communities. She will share lessons from communities that have ended chronic and veteran homelessness. Join us on October 28th, register today: livewellsd.org/advance</p>	<p>Image: https://bit.ly/2mY8htO</p>

SUGGESTED SOCIAL MEDIA POSTS

Date	Facebook	Twitter	Instagram	Image/Link
10/10/19	#TBT to the 2018 #LiveWellAdvance and all the fun had in the Connection Hub. Join us again on October 28 th to network and engage with other organizations and partners in this interactive space. Learn more and register: livewellsd.org/advance	Don't miss out on the Connection Hub at the #LiveWellAdvance on October 28 where you can network and engage with local partners and subject matter experts. Register today: livewellsd.org/advance	#TBT to the 2018 #LiveWellAdvance and all the fun had in the Connection Hub. Join us again on October 28 th to network and engage with other organizations and partners in this interactive space. Learn more and register: livewellsd.org/advance	Facebook/Instagram Image: https://bit.ly/2pjeYaC Twitter Image: https://bit.ly/2oxcwNs
10/11/19	2019 #LiveWellAdvance Breakout Highlight - Growing Your Mission: Financial Options Beyond Grants. Learn how impact investments can fill a one-time gap, diversify your revenue and strategically grow your mission. Hear local examples and learn how to become investment-ready. Learn about other breakout sessions and register at livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Growing Your Mission: Financial Options Beyond Grants. Learn how impact investments can fill a one-time gap, diversify your revenue and strategically grow your mission. Register today: livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Growing Your Mission: Financial Options Beyond Grants. Learn how impact investments can fill a one-time gap, diversify your revenue and strategically grow your mission. Hear local examples and learn how to become investment-ready. Learn about other breakout sessions and register at livewellsd.org/advance	Image: https://bit.ly/2psOROL *Note: This photo is from a 2018 breakout session
10/14/19	2019 #LiveWellAdvance Connection Hub Highlight: Stop by the @championsforhealthsd booth and get your blood pressure screened. Haven't registered yet? It's not too late: livewellsd.org/advance	2019 #LiveWellAdvance Connection Hub Highlight: Stop by the Champions for Health booth and get your blood pressure screened. Haven't registered yet? It's not too late: livewellsd.org/advance	2019 #LiveWellAdvance Connection Hub Highlight: Stop by the @champions4health booth and get your blood pressure screened. Haven't registered yet? It's not too late: livewellsd.org/advance	Image: https://bit.ly/2nUr2yS

SUGGESTED SOCIAL MEDIA POSTS

Date	Facebook	Twitter	Instagram	Image/Link
10/16/19	#LiveWellAdvance Connection Hub Highlight: Practice your public speaking skills in front of a camera and receive immediate feedback from the experts at Institute for Public Strategies. Learn more and register: livewellsd.org/advance	#LiveWellAdvance Connection Hub Highlight: Practice your public speaking skills in front of a camera and receive immediate feedback from the experts at Institute for Public Strategies. Learn more and register: livewellsd.org/advance	#LiveWellAdvance Connection Hub Highlight: Practice your public speaking skills in front of a camera and receive immediate feedback from the experts at Institute for Public Strategies. Learn more and register: livewellsd.org/advance	Image: https://bit.ly/2n0RYMP
10/18/19	2019 #LiveWellAdvance Breakout Highlight - The Workplace Reset: From Threat to Thrive in 3 Courageous Steps. Discover how to use wellness initiatives as a tool to rethink stress in the workplace. Redesign your environment and reconnect through social engagement to create workspaces focused on thriving. Learn about other breakout sessions and register at livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - The Workplace Reset: From Threat to Thrive in 3 Courageous Steps. Discover how to use wellness initiatives as a tool to rethink stress in the workplace. Register today: livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - The Workplace Reset: From Threat to Thrive in 3 Courageous Steps. Discover how to use wellness initiatives as a tool to rethink stress in the workplace. Redesign your environment and reconnect through social engagement to create workspaces focused on thriving. Learn about other breakout sessions and register at livewellsd.org/advance	Image: https://bit.ly/2ov0rs5 *Note: This photo is from a 2018 breakout session
10/21/19	The 2019 #LiveWellAdvance will bring thousands of leaders from every sector for a day of Uniting for Impact! Join us on Monday, October 28. Learn more at livewellsd.org/advance	The 2019 #LiveWellAdvance will bring thousands of leaders from every sector for a day of Uniting for Impact! Join us on Monday, October 28. Learn more at livewellsd.org/advance	The 2019 #LiveWellAdvance will bring thousands of leaders from every sector for a day of Uniting for Impact! Join us on Monday, October 28. Learn more at livewellsd.org/advance	Image: https://bit.ly/2pmdVqs

SUGGESTED SOCIAL MEDIA POSTS

Date	Facebook	Twitter	Instagram	Image/Link
10/21/19	2019 #LiveWellAdvance Breakout Highlight - Addressing the Intersection of Mental Health, Homelessness and Criminal Justice. Join the @SanDiegoCountyDistrictAttorney to discuss improving public safety outcomes when individuals experiencing homelessness or mental health challenges have contact with the criminal justice system. Discover how you and your organization can get involved. Learn about other breakout sessions and register at livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Addressing the Intersection of Mental Health, Homelessness and Criminal Justice. Join @SDDistAtty and discover how you and your organization can take part in improving public safety outcomes. Register today: livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Addressing the Intersection of Mental Health, Homelessness and Criminal Justice. Join @sddistatty and discover how you and your organization can take part in improving public safety outcomes. Register today: livewellsd.org/advance	Image: https://bit.ly/2oDBn1W *Note: This photo is from a 2018 breakout session
10/22/19	Not able to attend in person at the 2019 #LiveWellAdvance? Join online for Facebook Live of the following sessions: 9:00 – 10:00 am – Opening Session 10:15 – 11:15 am – Breakout Session I, Growing Your Mission: Financial Options Beyond Grants 12:00 – 1:00 pm – General Session featuring Keynote Speaker Rosanne Haggerty 1:30 – 2:30 pm – Breakout Session II, The Workplace Reset: From Threat to Thrive in 3 Courageous Steps 3:00 – 4:00 pm – Breakout Session III, Preventing Homelessness by Strengthening San Diego	Not able to attend in person at the 2019 #LiveWellAdvance? Join online for Facebook Live of the following sessions: [Link to Facebook Post]**	No Post	**Copy the post link of the Facebook Post and create a Bitly Link from it to insert into the Twitter post Image: https://bit.ly/2nLaDNj
10/23/19	#LiveWellAdvance Connection Hub Highlight: Stop by @TransFamilySoS and make your own custom gender pronoun button. See you on October 28 th : livewellsd.org/advance	#LiveWellAdvance Connection Hub Highlight: Stop by @transfamilysos and make your own custom gender pronoun button. See you on October 28 th : livewellsd.org/advance	#LiveWellAdvance Connection Hub Highlight: Stop by @transfamilysos and make your own custom gender pronoun button. See you on October 28 th : livewellsd.org/advance	Image: https://bit.ly/2psbVgp

SUGGESTED SOCIAL MEDIA POSTS

Date	Facebook	Twitter	Instagram	Image/Link
10/24/19	Gearing up for the 2019 #LiveWellAdvance? Check out our website for the event schedule, directions, list of breakout sessions, and more! livewellsd.org/advance	Ready for the 2019 #LiveWellAdvance? Check out our website for the event schedule, directions, list of breakout sessions, and more! livewellsd.org/advance	Are you gearing up for the 2019 #LiveWellAdvance? Check out our website for the event schedule, directions, list of breakout sessions, and more! livewellsd.org/advance	Image: https://bit.ly/2nVBZjx
10/25/19	2019 #LiveWellAdvance Breakout Highlight - Preventing Homelessness by Strengthening San Diego. Join Keynote Speaker Rosanne Haggerty and community leaders for a discussion that explores how communities can work together to prevent homelessness. Learn about other breakout sessions and register at livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Preventing Homelessness by Strengthening San Diego. This session will explore how preventing homelessness takes a broad community strategy, multiple partners, and an ongoing will and effort to make a significant impact. Register today: livewellsd.org/advance	2019 #LiveWellAdvance Breakout Highlight - Preventing Homelessness by Strengthening San Diego. Join Keynote Speaker Rosanne Haggerty and community leaders for a discussion that explores how communities can work together to prevent homelessness. Learn about other breakout sessions and register at livewellsd.org/advance	Image: https://bit.ly/2oDBn1W *Note: This photo is from a 2018 breakout session

SUGGESTED SOCIAL MEDIA POSTS

Date	Facebook	Twitter	Instagram	Image/Link
10/28/19	Welcome to the 2019 #LiveWellAdvance where leaders from every sector will be Uniting for Impact. Today features a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.	Welcome to the 2019 #LiveWellAdvance where leaders from every sector will be Uniting for Impact. Today features a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.	Welcome to the 2019 #LiveWellAdvance where leaders from every sector will be Uniting for Impact. Today features a day of interactive breakout sessions and networking to advance the #LiveWellSD vision so all San Diegans can be #healthy, #safe and #thrive.	Image: Take photo at the event
10/28/19	Join online for Facebook Live of the following sessions at the 2019 #LiveWellAdvance: 9:00 – 10:00 am – Opening Session 10:15 – 11:15 am – Breakout Session I, Growing Your Mission: Financial Options Beyond Grants 12:00 – 1:00 pm – General Session featuring Keynote Speaker Rosanne Haggerty 1:30 – 2:30 pm – Breakout Session II, The Workplace Reset: From Threat to Thrive in 3 Courageous Steps 3:00 – 4:00 pm – Breakout Session III, Preventing Homelessness by Strengthening San Diego	Won't be able to attend in person at the 2019 #LiveWellAdvance? Join online for Facebook Live of the following sessions: [Link to Facebook Post]**	No Post	**Copy the post link of the Facebook Post and create a Bitly Link from it to insert into the Twitter post Image: https://bit.ly/2nLaDNj