**Sample Messaging for a Real-Time Healthy Hydration Program**

**Short Summary of Event (“Elevator Pitch”)**

# Join us for our Healthy Hydration virtual event on [insert day, time] where students and their families will explore healthy hydration through interactive, hands-on activities. Families will do activities like making flavorful fruit-infused water and completing a choice board. By doing these activities, families can learn more about healthy hydration and choosing water!  Be sure to register first at [link].

**Sample Messaging for Instagram, Facebook and Twitter**

* Make sure to tag **@nestlewatersNA, @nestlepurelifeUSA, and #ChooseWater**.

**Announcement & Invites**

* Students and families! Please join us on \_\_\_\_\_\_\_ at \_\_\_\_\_\_\_ for an interactive and fun time exploring healthy hydration. We hope you’ll join us for fun activities! Register here {link}.
* #ChooseWater with {your PTA’s name} by making flavorful infused water and learning all about healthy hydration on \_\_\_\_\_\_\_ at \_\_\_\_\_\_\_. Register here {link}.
* Don’t forget! Only \***insert number of weeks or days until event**\* until our Healthy Hydration event on \_\_\_\_\_\_ at \_\_\_\_\_\_\_. We can’t wait! Join us! Register here {link}.
* Want to make flavorful fruit-infused water with your child? Join us for our Healthy Hydration event on \_\_\_\_\_\_ at \_\_\_\_\_\_\_. We hope you’ll join us for this fun and interactive evening of learning! Register here {link}.
* Get together with your family for a live virtual Healthy Hydration event. Participate in different activities on {insert day, time} at the {your school’s name} virtual Healthy Hydration event. Join us! Register here {link}.
* You don’t have to be a health educator to help your family live a healthy lifestyle. Join {Your PTA’s name} for a virtual Healthy Hydration event, choose water and explore healthy hydration with your family. Register here {link}. #PTAProud #HowWePTA

#ChooseWater with us as {Your PTA’s name} is hosting a virtual Healthy Hydration event on \_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_.  Register here {link}.

**Soliciting Volunteers**

* Does empowering {your school’s name} students and families to live a healthy lifestyle interest you? We are currently looking for volunteers for our Healthy Hydration event on {insert day, time}.  Send us a message or email for more information!

**Recapping the Event**

* Thanks to all who joined us for {your PTA’s name}’s virtual Healthy Hydration event. Together we are inspiring and empowering our students to live a healthy lifestyle and choose water!

**Tips for Posting on Social Media**

* Make sure to tag **@NationalPTA** and use our official hashtags **#HowWePTA and/or #PTAProud** in all your tweets. And don’t forget to have people tag your PTA when they post about the event!
* Craft a catchy, conversational post. Use bright colors and graphics to keep people’s interest and attention. By asking questions, soliciting feedback, posting pictures and asking your readers to share your post, you are far more likely to get more families excited about healthy hydration!
* Be as concise as possible, keeping in mind that most readers won’t read lengthy text.
* Ask your school and affiliated groups to re-post your original Facebook message.

**Sample Messaging for Other Platforms**

**Morning Announcements and Classroom Dojo, etc.**

1. **Announcement 2 weeks out:** Remember our *Healthy Hydration event* is just two weeks away! We can’t wait to see you there!
2. **Announcement 1 week out:** Are you staying hydrated? You will be on \_\_\_\_\_ at \_\_\_\_\_\_ during the Healthy Hydration event.
3. **Announcement day before the event:** Don’t forget our *Healthy Hydration event* is tomorrow night at {time}. Do you like fruit? You will need some! See you there!
4. **Announcement day of the event:** Today’s the day! We can’t wait to see you and your families at our *Healthy Hydration event today at time}!*