



Big Picture Living

2021/22 Social Media Challenge Calendar

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August: Introduction to Big Picture Living

Week 1 (Aug 2): Introduce yourself, your school and share the one change you plan to make this year (link to the Call to Action page)

Week 2 (Aug 9): Big Picture Living and You - share how your school/advisory plans to implement the 6 measures

Week 3 (Aug 16): What's on your plate? Share a photo of what you are eating this week.

Week 4 (Aug 23): I'm excited for What are you looking forward to this school year?

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2021/22 Marketing Calendar

Week 5 (Aug. 30): MOVE Tour! What does your school look like? Get moving and share a video tour of your favorite school spot to exercise.

September: The Big Picture Living Connection

(Social: Building Healthy Relationships)

Week 1 (Sept. 6): Write a letter to a friend you haven't seen in a while

Week 2 (Sept. 13): Make a new friend by giving a stranger a compliment.

Week 3 (Sept. 20): Write a letter to your parent(s) or guardian thanking them for something they have done for you.

Week 4 (Sept. 27): How do you set healthy boundaries with your friends? Do you communicate what you like or are not comfortable with?

October: Beware and Be Ready

(Caution: Avoiding Risky Substances)

Week 1 (Oct. 4): How does bullying affect your physiological and mental wellbeing? Share a post about anti-bullying on social media.

Week 2 (Oct. 11): What is substance abuse and how does it impact your physical and mental health? Do a quick google search and share the results.

Week 3 (Oct. 18): How many cups of a caffeinated drink (coffee, soda) do you consume in a day? Try reducing that number by half this week and then half next week.

Week 4 (Oct. 25): One way to avoid risky substances by exploring a new hobby. What is your hobby?

November: Renew and Recharge

(Recharge: Sleep Matters)

Week 1 (Nov. 1): Set your goal to get 8 hours of sleep every day this week! Does more sleep help you focus better in school or feel more energized?

Week 2 (Nov. 8): Share your tips on how to get better sleep?

Week 3 (Nov. 15): Share your sleep playlist.

Week 4 (Nov. 22): Practice eating dinner at least 2 hours before bed. If you have dinner late, try eating a smaller meal & see how this affects your sleep.

Week 5 (Nov. 29): Exercise at least 3 hours before going to bed. Does this help you fall asleep faster?

December: Holiday Meals

(Nourish)

Week 1 (Dec. 6): Try a new fruit or vegetable!

Week 2 (Dec. 13): Create a healthier version of your favorite holiday dish. (ei. No sugar or use plant-based ingredients)

Week 3 (Dec. 20): Cook a healthy plant-based dish with your family or friends. Share it on social media & tag us!

Week 4 (Dec. 27): Create a healthy snack! Tag us on social.

January: New Year New You

(Chill)

Week 1 (Jan. 3): Chill and paint a picture of what you would like this year to look like. What are your goals?

Week 2 (Jan. 10): Create time to relax: take a bubble bath (Bubble Bath Day- Jan 8) or drink some tea (National Hot Tea Day- Jan 12)

Week 3 (Jan. 17): What songs help you destress from a busy day?

Week 4 (Jan. 24): Spend some time outdoors- take a walk, go hiking, ride your bike, or have an outdoor picnic!

Week 5 (Jan. 31): Try DIY activities outside - origami, create a zen garden, or paint while listening to some relaxing music.

February: Big Picture Living Contest

Week 1 (Feb. 7): Move

Week 2 (Feb. 14): Chill

Week 3 (Feb. 21): Recharge

Week 4 (Feb. 28): Move & Nourish

March: Big Picture Living Contest (cont.)

Week 1 (March 7): Caution

Week 2 (March 14): Social

Week 3 (March 21): Nourish

Week 4 (March 28): The Big 6: (Daily challenges that encourage people to tackle all 6 at once)

April: Stress Awareness Month

(Chill)

Week 1 (April 4): What is your favorite way to destress?

Week 2 (April 11): Make a list of 10 things you are grateful for.

Bonus points for journaling outside!

Week 3 (April 18): Close all social media, turn off notifications and

Unplug for the next 3 hours.

Week 4 (April 25): Drink more water! Dehydration leads to higher cortisol levels, the stress hormone, making it harder to deal with everyday issues so stay hydrated!

May: Mental Health Awareness Month

(Social, Recharge, Chill)

Week 1 (May 2): Meditation Monday! Close your eyes and sit in silence or with calming music for 2 minutes. Focus on deepening your breathing.

Week 2 (May 9): Try a breathing exercise with music for 2 minutes.

Breathe in for 5 seconds, hold, exhale for 5 & repeat

Week 3 (May 16): Practice mindful eating! Notice the texture, colors, smell, and how this food makes you feel after you eat it?

Week 4 (May 23): Have a discussion about how social media affects your mental health. What are some ways you can create a healthier relationship with social media?

Week 5 (May 30): Go outside at MOVE! What effect does exercise have on your mental health?

June: Summer Vibes

(Move)

Week 1 (June 6): Set a goal of moving every day for at least 30 minutes this month! Journal how it makes you feel?

Week 2 (June 13): What is your favorite physical activity? Post a photo and tag us on social media!

Week 3 (June 20): Discuss & share how exercise affects your physical health, mood, relationships, and energy levels.

Week 4 (June 27): MOVE with your parents or other family members & post a photo!