

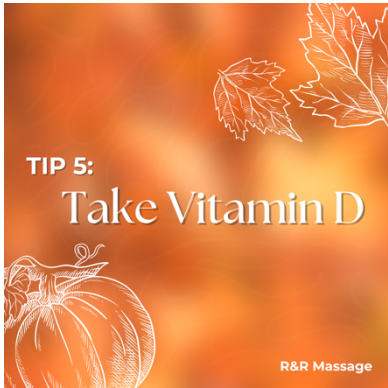






# September 2024 Social Media Plan for R&R Massage

|                   |  |
|-------------------|--|
| <b>Dates:</b>     | September 9 – 30, 2024                 |
| <b>Frequency:</b> | 3x per week                            |
| <b>Platform:</b>  | Instagram                              |
| <b>Purpose:</b>   | Provide value-add content to followers |

| Visual   | Post Copy   | Post Date    |
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|  A square graphic with a decorative border of autumn leaves and branches. The text 'September IS Healthy Aging Month!' is written in a mix of orange and brown fonts. At the bottom, it says 'R&R Massage'. | Did you know September is Healthy Aging Month? Lots of the tips for aging healthy are the same tips for having a healthy fall. Throughout the month, I'll be sharing some of those tips with you!   | 09.10.24     |
|  A square graphic with a decorative border of autumn leaves and branches. The text 'TIP 1: Get Vaccinated' is written in a mix of orange and brown fonts. At the bottom, it says 'R&R Massage'.           | <p>The first tip for Healthy Aging Month is to have a checkup and get vaccinated.</p> <p>We all know this time of year is hard on our immune systems. More time inside equals more germ sharing.</p> <p>Help protect yourself and those around you by getting your annual flu and COVID vaccines. And, if you're 60 or over, consider getting an RSV vaccine as well.</p> | 09.12<br>.24 |

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|    | <p>As the weather gets cooler and the sun sets earlier, it can be hard to maintain the same level of activity we had in the summer. But one key to healthy aging and having a great fall is staying active. Get outside for a walk, take your kids to the park, or go to the gym. Exercising not only improves your physical health, but it also helps improve your mood!</p> | <p>09.14.24</p> |
|   | <p>As we continue Healthy Aging Month, let's talk about sleep. There are so many benefits to prioritizing your sleep. Getting enough sleep improves your health and puts you in a better mood. It also helps your muscles heal and helps you think more clearly. So go take a nap!</p>  | <p>09.17.24</p> |
|  | <p>Drinking more water is always good advice, but it's especially important as you get older because your body loses fluids faster and regulates temperature differently. It's also important as we go into the colder months, because the air is drier, which means our lungs have to work harder to moisturize the air we breathe in.</p>                                   | <p>09.19.24</p> |

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|   | <p>As we age, ensuring we have enough vitamin D helps with bone health, muscle movement, and keeping our immune system healthy. It also plays an important role in brain health. During the fall and winter months, we have less hours of sun each day, so supplementing the vitamin D you would normally get in the summer helps keep you healthy!</p>   | <p>09.21.24</p> |
|  | <p>How are we in the last week of September already? I've got a few more tips for you as we close out Healthy Aging Month, starting with Tip 6: Be social!</p> <ul style="list-style-type: none"> <li>• Spending time with friends and family is so good for your mental health and the health of your brain.</li> <li>• Socializing helps you feel less lonely and improves your mood and sense of well-being. It also helps sharpen memory and cognitive skills.</li> <li>• Make time to see a friend or get together with family!</li> </ul> | <p>09.24.24</p> |

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|    | <p>Eating healthy is always a good idea, but as we age, it becomes even more important.</p> <ul style="list-style-type: none"> <li>• A healthy diet can help reduce the risk of heart disease as well as some cancers.</li> <li>• Focus on loading up on seasonal fruits and vegetables and reducing foods that are high in fat and cholesterol.</li> </ul>  | 09.26.24  |
|   | <p>Seeing your doctor on a regular basis is important for maintaining your health, especially as you age. If you haven't seen your doctor yet this year, consider this your reminder to make an appointment for a checkup! You can get your flu, COVID, and RSV shots while you're there!</p>  | 09.28.24  |
|  | <p>The final tip for Healthy Aging Month is one that's near and dear to my heart—reduce stress!</p> <ul style="list-style-type: none"> <li>• Stress can affect your mental and physical health, leading to depression and anxiety, as well as high blood pressure, heart disease, and more. It also messes with your immune system and makes you more susceptible to illness. This time of year, there are enough germs floating around—don't make it easier for them to invade your system!</li> <li>•</li> </ul> | 09.30.24  |

| Visual | Post Copy  | Post Date |
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|        | <p>There are tons of healthy ways to reduce stress. Exercising, doing yoga, and meditating are a few ways to do it. You can also take time for your hobbies, such as reading, doing puzzles, or creating art—whatever brings you joy.</p> <p>.</p> <p>Getting a massage is another great stress reducer (surprise!) It can also relieve pain, improve circulation in your body, improve sleep, and improve muscle recovery, all of which tie nicely into healthy aging.</p> <p>.</p> <p>Click the link in my bio and schedule a massage today!</p> |           |