



Taking Steps To FIGHT OBESITY

October 31, 2017



Social Media Posts

Here are a couple sample Facebook Posts and Tweets to you can customize and share to help promote the 2017 United We Step Challenge. Be sure to use a combination of the hashtags #USW2017 and #UnitedWeStep to start or join the conversation online. Add links to your or your team's fundraising page, or include images from our [resource center](#).

Twitter:

Registration for the #UnitedWeStep Challenge is now open! Join me as I take steps to #FightObesity www.UnitedWeStep.com **[link to your page]**

I'm taking the #UnitedWeStep Challenge to raise awareness of obesity in America. Join me to #FightObesity **[link to your page]**

Did you know #obesity affects 1 in 3 American adults? Join me on 10/31 as I take steps to #FightObesity **[link to your page]** #UWS2017

Together we can #FightObesity. Join my team on 10/31 as we take the #UnitedWeStep Challenge to raise awareness. **[link to your page]**

Help me reach my fundraising goal for the #UWS Challenge! Every penny I raise will add one step to my final step count. **[link to your page]**

Facebook:

Don't forget to join and share the Facebook event - www.facebook.com/ASMBSFoundation

OBESITY FACT: More than one-third of American adults are affected. Obesity-related conditions include heart disease, stroke, type 2 diabetes and certain types of cancer, some of the leading causes of preventable death. Join me in taking the United We Step Challenge on 10/31 to raise awareness of obesity. **[link to your page]**

I'm taking the #UnitedWeStep challenge on 10/31 to raise awareness of obesity in America. Please join me in taking this challenge. There is no fee to participate and all you need is a way to track your steps. **[link to your page]**

I am taking the ASMBS Foundation's United We Step Challenge on Oct. 31st to raise awareness of obesity in America. Please consider making a donation towards my fundraising goal. Proceeds raised from this event help to fund obesity research, education, and access to quality care initiatives. **[link to your page]**

My team and I are taking the @AsmbsFoundation #UnitedWeStep Challenge on 10/31 to raise awareness of obesity in America. Please join us in taking steps to fight obesity, or consider making a donation. For every penny we raise one step will be added to our team's total step count. Your support could help us take home the United We Step gold trophy! [\[link to your team's page\]](#)

Graphics:



Facebook



Twitter

