

Social Media Strategy

**SUGAR
SMART**
Wandsworth

Our Goals

The goals of Sugar Smart Wandsworth are:

- To inform the public about the dangers of sugar consumption
- To empower local residents to make healthier choices, through support and advice
- To promote drinking water as oppose to sugary drinks

Content Breakdown

To inform the public about sugar	To empower local residents to make healthier choices	To promote drinking water
Videos made by doctors, dentists and nutritionists	Cooking demonstrations by chefs	Posts promoting refill
Infographic informing public about diabetes, obesity and other risks eg. Did you know...	Healthy swaps graphics	Map of water refill points in the borough
Polls about sugar contents of foods.	Tips to reduce sugar intake	

Promotion of the Videos

- A monthly timetable of events (the videos' release) will be posted the week before the events begin.
- A short teaser will be released on social media on the Monday before the release.
- The individuals/organisations that made the videos will be tagged and retweet the video
- A list of mumsnet/mums of _____ has been compiled. All will be tagged in the timetable post and videos. Those that have messaging enabled on Twitter will be contacted beforehand, asking for promotion.
- Organisations that have an interest in sugar and health related issues will be tagged and contacted prior for the purpose of promotion.
- Local news will be tagged @tootingnewsie @BatterseaNewsie @balhamnewsie
- Other related tags include @sugarsmartuk @UKSustain @EsmeeFairbairn @FoodCities

Confirmed Videos So Far...

- So far we have one completed video that only needs to be slightly edited and logos added. It is a cooking demo by Vittoria @pastaandplay
- We have a further three to be completed by 22nd July by Sarah Kettel, Barts dental students and Nutritank; a group of medical student lobbying for better teaching of nutrition at Med School.
- Dr Chintal Patel has agreed to produce a video for August/ September
- A further video is confirmed for 7th August by nutritionist Andy Daly AKA the sugar doctor <https://sugardoctor.co.uk/about/>
- Riverford, a company that delivers organic produce to people has videos that we can repurpose. <https://www.riverford.co.uk/>
- Lara Tosunlar, a health psychologist, is interested in making a video

Content Calendar - July

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13 11am SugarSmart Coming soon	14	15	16 11am Did you know infographic	17 1pm Program of July vids	18
19	20 3pm teaser video	21 12pm Refil map promo	22 3pm Vittoria video	23 10am Tip to reduce sugar	24 9am Poll	25
26	27 3pm teaser video	28	29 3pm Nutritank video	30 11am Did you know infographic	31 1pm Program of August vids	

Content Calendar - August

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 3pm teaser video	4	5 3pm Sarah video	6 10am Tip to reduce sugar	7 9am Poll	8
9	10 3pm teaser video	11	12 3pm Barts video #1	13 11am Did you know infographic	14	15
16	17 3pm teaser video	18 12pm Refil map promo	19 3pm Andy video	20 10am Tip to reduce sugar	21 9am Poll	22
23	24 3pm teaser video	25	26 3pm Riverford video	27 11am Did you know infographic	28	29
30	31			11am Did you know infographic		

Graphics

TOP TIP

Limit fruit juice to 150ml
portion sizes or, even
better, dilute it with
water so you're
consuming even less!

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TOP TIP

Don't keep sugary drinks
in the house. If they're
not there, you can't drink
them. Save them as a
real treat!

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Graphics

DID YOU KNOW...?

THE MAXIMUM DAILY
AMOUNT OF SUGAR FOR:

4-6 YEAR OLDS



5 CUBES OR 19 GRAMS

7-11 YEAR OLDS



6 CUBES OR 24 GRAMS

FROM 11 YEARS



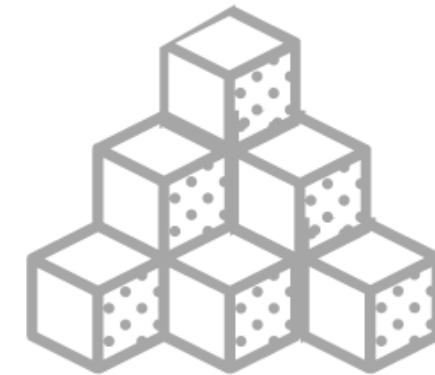
7 CUBES OR 30 GRAMS

**SUGAR
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DID YOU KNOW...?



A TIN OF BAKED BEANS
CONTAINS... 25 GRAMS OF
SUGAR!



**SUGAR
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Wandsworth

Thank You