

# Social Media Toolkit



The 10th Annual Australia's Healthy Weight Week (AHWW), led by the Dietitians Association of Australia (DAA), is just around the corner (13-19 February 2017).

We'd love you to engage with us on social media throughout the week. Please like, comment and share our AHWW information with your networks.

Simply click on the graphic you wish to download or copy one of our prepared posts or tweets.

We ask that where appropriate you use the hashtag #AHWW2017, link to our website [healthyweightweek.com.au](http://healthyweightweek.com.au) or tag our social media accounts: [Dietitians Association of Australia](#) @DAA\_feed @dietitians\_association\_aus



DAA's 10th annual Australia's Healthy Weight Week (13-19 February 2017) is about promoting a healthy weight for all Australians, and encouraging home cooking. Get involved in a local event at [bit.ly/1PcD33Q](http://bit.ly/1PcD33Q) and download the free cookbook.

Get set for DAA's 10th Australia's Healthy Weight Week, 13-19 Feb! Check out #AHWW2017 events & get the cookbook at [bit.ly/1UkUp1P](http://bit.ly/1UkUp1P)

Get set for DAA's 10th annual Australia's Healthy Weight Week, 13-19 Feb! Check out #AHWW2017 events and download the cookbook at [bit.ly/1UkUp1P](http://bit.ly/1UkUp1P) #SeeAnAPD



It's Australia's Healthy Weight Week's 10th anniversary! An initiative of DAA, AHWW (13-19 February 2017) encourages Aussies to cook at home more often. Need some inspiration? Download the bumper edition of our free cookbook today at [bit.ly/1UkUp1P](http://bit.ly/1UkUp1P).

DAA's #AHWW2017 campaign encourages Aussies to cook at home. Download the FREE cookbook today! [bit.ly/1ySGBlw](http://bit.ly/1ySGBlw)

DAA's #AHWW2017 campaign encourages Aussies to cook at home. Download the FREE cookbook today! [bit.ly/1ySGBlw](http://bit.ly/1ySGBlw) #SeeanAPD



DAA wants to get more Aussies eating better and feeling healthier! Dietitians around the country are hosting loads of free nutrition-focused events during the 10th annual Australia's Healthy Weight Week (13-19 February 2017). To find out what's on near you or get involved see [bit.ly/1PcD33Q](http://bit.ly/1PcD33Q)

Keep an eye out for Australia's Healthy Weight Week events near you: [bit.ly/1tVyTS7](http://bit.ly/1tVyTS7) like cooking demos & free give-aways #AHWW2017

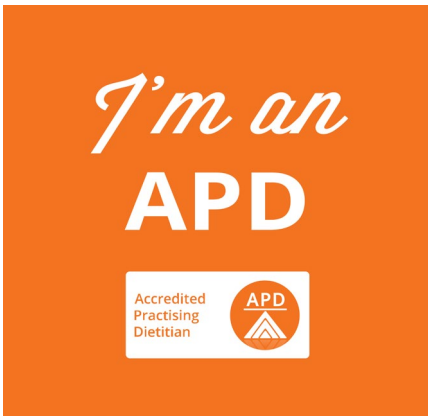
Keep your eye out for Australia's Healthy Weight Week events near you at [bit.ly/1tVyTS7](http://bit.ly/1tVyTS7), such as cooking demos & free give-aways #AHWW2017 #SeeanAPD [bit.ly/1tVyTS7](http://bit.ly/1tVyTS7)



**f** Do you have portion distortion? As part of Australia's Healthy Weight Week (13-19 February 2017), DAA is setting the record straight on portion sizes. Check out our portion size tips here [healthyweightweek.com.au/portion-sizes/](http://healthyweightweek.com.au/portion-sizes/)

**t** Portion distortion? 'Extra' foods are low in nutrients. Limit intake & keep serves to 600 kJ (12 hot chips) [bit.ly/1vtF8C5](http://bit.ly/1vtF8C5) #AHWW2017

**i** Do you have portion distortion? Research shows people eat and drink more when offered larger-sized portions, packages or plates. Down-size your serves to control portion distortion! #AHWW2017



**f** For tailored nutrition and dietary advice, based on the latest science, see an Accredited Practising Dietitian. They're nutrition scientists with years of university study behind them. Finding an APD in your area is easy - visit: [healthyweightweek.com.au](http://healthyweightweek.com.au) and click on the 'Find an APD' link.

**t** For tailored nutrition & dietary advice this #AHWW2017, look no further than an APD. See [healthyweightweek.com.au](http://healthyweightweek.com.au) and go to 'Find an APD'

**i** I'm supporting #AHWW2017! I love being an APD because I can help Australians to enjoy delicious, nutritious meals and maintain a healthy weight. #ImAnAPD



**f** DAA wants to get Aussies cooking at home more often! Need convincing? Research shows that people who prepare food at home are more likely to eat smaller portions and take in fewer kilojoules and less fat, salt and sugar. And in turn, this is more likely to result in a healthy weight. For more healthy eating tips, head to [healthyweightweek.com.au](http://healthyweightweek.com.au)

**t** DYK home cooking is linked with a healthier diet? For healthy meal ideas, head to [healthyweightweek.com.au](http://healthyweightweek.com.au) #AHWW2017

**i** Home cooking puts you in control of the ingredients, portion sizes, and cooking methods. Make 2017 the year you get back into the kitchen and cooking at home more often! #AHWW2017



**f** For Australia's Healthy Weight Week (13-19 February 2017) DAA wants to get Dads in the kitchen! Help us celebrate our 10th anniversary by getting involved in a local event at [healthyweightweek.com.au](http://healthyweightweek.com.au) and download the bumper edition of our free cookbook.

**t** 91% of men say they like cooking. Head to [healthyweightweek.com.au](http://healthyweightweek.com.au) for meal ideas. #AHWW2017

**i** Three meals men report to commonly cook include: spaghetti Bolognese, meat with vegetables, and roast meals. What tops your recipe repertoire? #AHWW2017

**Want to get your Instagram posts seen?** Help spread our healthy eating message further by adding in these popular dietitian and foodie hashtags: #ImAnAPD #SeeAnAPD #Food #Nutrition #HomeCooking #InstaFood #DietitianEats #Dietitian #ILoveFood #HomemadeFood