



Partner Messaging Kit

[Lakeshore Foundation](#) is recruiting participants for an online chronic condition management program, inclusive of people with disabilities. The program is conducted at the University of Alabama at Birmingham.

Please help us get the word out! Below you'll find more information about the program, requirements for participants, and content that can be shared in newsletters, emails, or on social media.

- Our [Website](#) (About the Study, Requirements, FAQs)
- An [Introduction Video](#) About This Study
- Social Media Graphics and Video Clips ([Access at this Link](#))

“X” Posts

@LakeshoreFound is recruiting for the first-ever, online chronic condition management program inclusive of people with disabilities! Visit myhealthmylifemyway.org today to see if you qualify to participate! #MyHealthMyLifeMyWay

Start your journey to better health, today! Join the My Health, My Life, My Way program designed by and with people with disabilities. Participants will be compensated! Visit myhealthmylifemyway.org for more info. #MyHealthMyLifeMyWay

Empower yourself with knowledge and resources to live your healthiest life! Visit myhealthmylifemyway.org to sign-up for personalized health plans and expert guidance. #MyHealthMyLifeMyWay

Achieve your health goals YOUR way with #MyHealthMyLifeMyWay. Explore personalized plans, expert advice, and resources to support your journey to optimal health and wellness. Visit myhealthmylifemyway.org today to participate!

Seeking people living with a chronic condition—are you ready to prioritize your health on YOUR terms? Dive into personalized wellness solutions at myhealthmylifemyway.org. Because when it comes to health, it's all about YOUR way!

Facebook and Instagram

★ Seeking people living with a chronic condition and a physical disability—discover a world of personalized health and wellness solutions at MyHealthMyLifeMyWay.org! ★

Are you tired of one-size-fits-all approaches to health? It's time to take control of YOUR wellness journey! Whether you're looking to better manage your condition, manage stress, or simply live a healthier life, we've got you covered.

🔍 Explore our program to:

- ✔ Create personalized health plans tailored to YOUR needs
- ✔ Access expert advice from certified health coaches
- ✔ Find resources and tools to support your wellness journey
- ✔ Connect with a community of like-minded individuals on a similar path to better health
- ✔ Receive compensation for completing the program

Ready to prioritize YOUR health and well-being? Visit MyHealthMyLifeMyWay.org today and start your journey towards a happier, healthier YOU! 🚀 #MyHealthMyLifeMyWay #PersonalizedHealth #WellnessJourney

Newsletter

Email Subject: Unlock Your Personalized Health Journey with MyHealthMyLifeMyWay!

Join the first-ever, online chronic condition management program inclusive of people with disabilities! Are you ready to embark on a journey to better health and well-being, tailored specifically for YOU? Look no further than MyHealthMyLifeMyWay.org!

Our platform is dedicated to providing participants like you with personalized health and wellness solutions designed to fit your unique needs and goals. Whether you're aiming to better manage a chronic condition, manage stress, improve nutrition, or enhance your overall lifestyle, we're here to support you on your journey.

Here's what you can expect when you join MyHealthMyLifeMyWay:

- 1. Personalized Health Plans:** Say goodbye to generic health advice! Our platform utilizes cutting-edge technology to create customized health plans that align with your individual needs, preferences, and health goals.

- 2. Expert Guidance:** Access guidance from certified health professionals who understand the complexities of your health journey. From nutritionists to health coaches, our team is here to provide expert advice and support.
- 3. Resources and Tools:** Explore a wealth of resources, including articles, videos, and interactive tools, to empower you with the knowledge and tools you need to succeed on your wellness journey.
- 4. Community Support:** Connect with a supportive community of participants and coaches who are on a similar path to better health. Share experiences, tips, and encouragement as you work towards your goals together.

Ready to get started towards a healthier, happier you? Visit <https://myhealthmylifemyway.org/> to sign up and unlock your personalized health journey today!

Graphics



Image 1 text: Achieve your health goals YOUR way with #MyHealthMyLifeMyWay.

Image 2 text: Because when it comes to health, it's all about YOUR way! #MyHealthMyLifeMyWay



Image 3 text: Get personalized health and wellness solutions with #MyHealthMyLifeMyWay.

Image 4 text: Seeking people living with a chronic condition and a physical disability to join the #MyHealthMyLifeMyWay program.

Image Descriptions for Graphics

Image 1. A hand is writing on a white notepad. Beneath is text that says Achieve your health goals YOUR way with #MyHealthMyLifeMyWay.

Image 2. A person is smirking at the camera while holding out a yellow measuring tape. Below is text that says Because when it comes to health, it's all about YOUR way! #MyHealthMyLifeMyWay

Image 3. A person is smiling at the camera with their arms crossed. Below is text that says Get personalized health and wellness solutions with #MyHealthMyLifeMyWay.

Image 4. A person is smiling at the camera. Below is text that says Seeking people living with a chronic condition and a physical disability to join the #MyHealthMyLifeMyWay program.

Accessible Social Media Best Practices

- Add alt text and/or image descriptions to all photos, videos, GIFs in social media posts.
 - Alt text can be added in the backend of Facebook, Twitter and Instagram.
 - Best practice for Instagram is to add alt text on the backend as well as add image descriptions in the body of the post copy or first comment.
 - Alt text tips: <https://accessibility.huit.harvard.edu/describe-content-images>
 - Difference between alt text and image descriptions: <https://accessibleinfluence.com/alternative-text-for-instagram/>
- Caption all video content including stories, reels, etc.
- Use CamelCase hashtags. (e.g. #CamelCase #UseCamelCaseHashtags)
- Limit emoji use and place at the beginning or end of copy. Avoid repeating emojis. (e.g. 🍌🍌🍌).

