

NATIONAL WALKING MONTH

Digital Media Toolkit

The Maryland Department of Health has launched the National Walking Month campaign to raise awareness and promote engagement in walking and movement as part of a healthy lifestyle.

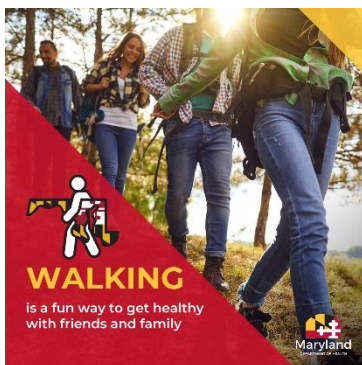
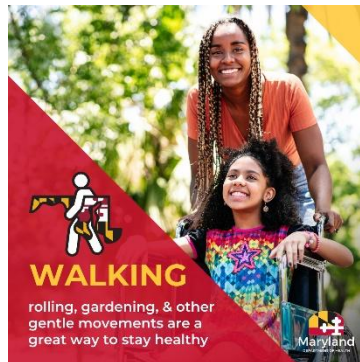
MDH Social Media Accounts to Follow

- [X \(Twitter\)](#)
- [Instagram](#)
- [Facebook](#)
- [LinkedIn](#)
- [Bluesky](#)
- [Threads](#)
- [YouTube](#)

Social Media Content

- Social media copy, graphics, and alt text for organic or paid placement:
 - 1080x1080 digital graphics (12)
 - Alt text for the digital graphics
 - Social media copy (4)

Digital Media Assets



The graphics above are four samples of 12 graphics provided in this toolkit.

Alt Text:

1. Walking is one of the easiest ways to get healthy.
2. Walking, rolling, gardening and other gentle movements are a great way to stay healthy.
3. Walking and other gentle movements are a great way to stay healthy.
4. Walking is a fun way to get healthy with friends and family.

Sample Copy

National Walking Month:

National Walking Month is a perfect time to get out and get moving for better health. Starting today, walk 30 minutes on most days this month. Challenge yourself and your loved ones to make movement a part of daily life. Learn more: health.maryland.gov/WalkMD.

Easy Exercise

Walking is one of the easiest ways to get healthy. Strengthen your heart and reduce your risk of chronic diseases. Try a 30-minute walk on most days. Learn more: health.maryland.gov/WalkMD.

Daily Movement

Physical activity like walking, rolling, and gardening are good ways to move your body every day. Daily movement helps reduce your risk for chronic diseases. Add movement to your daily life. Find ways to move more: health.maryland.gov/WalkMD.

Quiz

Do you know what Maryland's official state exercise is? If you guessed walking, you're right! Walking is one of the easiest ways to get healthy. A 30-minute walk on most days is a great way to get moving. Find ways to get active: health.maryland.gov/WalkMD.