



#WorldASDay2023 #MovingforaxSpA | asif.info/worldasday

World AS Day 2023

Campaign Toolkit





#WorldASDay2023 #MovingforaxSpA

asif.info/worldasday



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Introduction

World AS Day 2023 will be held on Saturday 6 May.

We hope that once again, with your support, we will be able to reach millions of people across the world as we did in previous years.

This toolkit outlines the World AS Day 2023 theme, key messages and resources that will help you raise awareness of axSpA through the campaign.

The visual assets can be downloaded from asif.info/worldasday



About World AS Day

Saturday 6 May

World AS Day is an annual day dedicated to people living with *axial Spondyloarthritis* (axSpA). It is celebrated across the world on the first Saturday of May.

Axial Spondyloarthritis is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints.

Our members and supporters organise activities around the world to raise awareness of axial Spondyloarthritis and related conditions. ASIF has **more than 50 Patient Organisation Members** from **over 40 countries** around the world.

We aim to raise awareness and share information, whilst building both local and global axSpA communities. Engagement can range from joining an event, to reacting to social media posts or sharing personal stories.



About World AS Day

● Aim of World AS Day

To raise global awareness of axSpA, through collaboration between Patient Organisations and people living with axSpA, as well as healthcare practitioners and our pharmaceutical partners.

To create a focal point for the axSpA community to speak as one community to speak as one.

● Raising awareness

AxSpA affects **millions of people** around the world. World AS Day aims to raise the profile of this disease and increase awareness of the impact it has on people's lives, physically, mentally and emotionally.

● Sharing information

Most people have not heard of axial Spondyloarthritis. On World AS Day, we encourage people to share information about the disease.

● Connecting with each other, being together

On World AS Day, connect with others affected by axSpA. Join a virtual/face-to-face event, go for a walk with a friend, react to people's social media posts or share your own stories with your community using **#WorldASDay2023**.



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Theme and Key Messages

The main theme of this year's World AS Day is

Moving for axSpA





Theme and Key Messages

Axial Spondyloarthritis (axSpA) is a chronic inflammatory arthritis of the sacroiliac joints and spine, and movement is as important as medication for those living with this condition. That's why the official theme for **World AS Day 2023** is ***Moving for axSpA***.

Movement can improve both physical and mental wellbeing for those living with axSpA. It can help reduce stiffness and pain, improve sleep and increase energy levels.

Whatever your ability – from gentle stretching to running a marathon – movement can help your axSpA. Find a physical activity you enjoy and which fits into your lifestyle. Even a few small steps each day can lead to an improvement of symptoms.



Key Messages

Movement is as important as medication for those living with axSpA

- Movement can improve both physical and mental wellbeing for those living with axSpA
- It can help reduce stiffness and pain
- It can help improve sleep and increase energy levels
- It can help improve your mental health





Key Messages

Different types of movement can be helpful for those with axSpA

- Movement comes in many forms and does not need to be a hardcore exercise
- Finding something you enjoy makes exercising so much easier
- Everyone is different and you need to find the physical activity that works best for you
- Walking is a great form of movement for those living with axSpA and an excellent starting point for many





Key Messages

Getting moving is something everyone can do, whatever their ability

- You don't have to be an athlete to get moving
- Do things at your own pace, but take care not to overdo it
- If you want to do more, increase gently and build up the time or the intensity, consider talking to your physician if you increase activity
- Remember to stretch before and after your activity





Key Messages

Moving everyday will make a difference

- Find a way to fit some movement into everyday
- Even a few small steps each day can lead to an improvement of symptoms
- Moving together with friends, family and local groups can make it easier and fun
- Adapt your regular movement if you have an axSpA flare up
- Your local axSpA organisation may have online or face to face group activities that you can join





Resources - logo

World AS Day logo should be used on all materials associated with the Day's events.



DOWNLOAD
ASSETS

MINIMUM SIZE

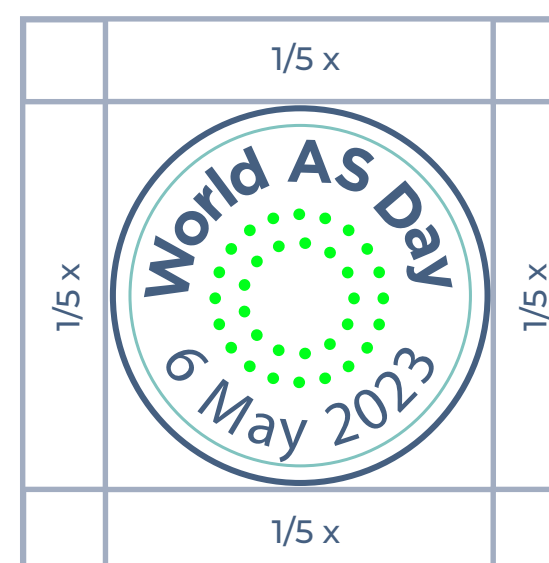
The minimum relative height for the logo should be 30 mm



30 mm

CLEAR SPACE

There should be enough space around the logo for it to be easily identified, equivalent to 1/5th the total height of the logo



CORRECT/INCORRECT USAGE

Scale: The World AS Day logo should always be scaled proportionally. It should never be rotated or placed on a busy photographic background.

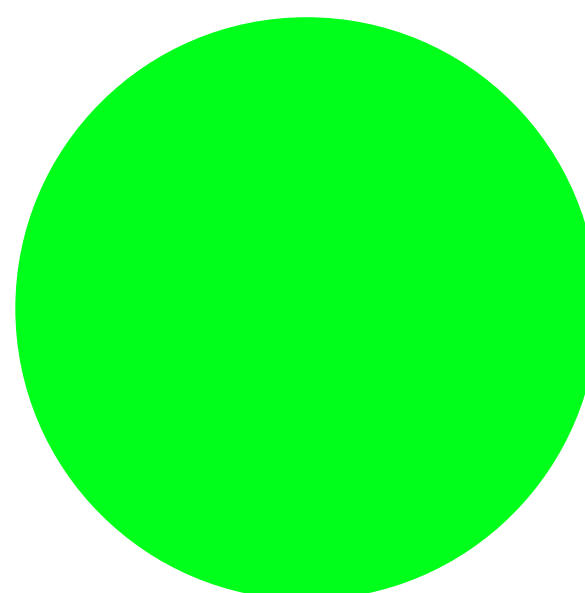
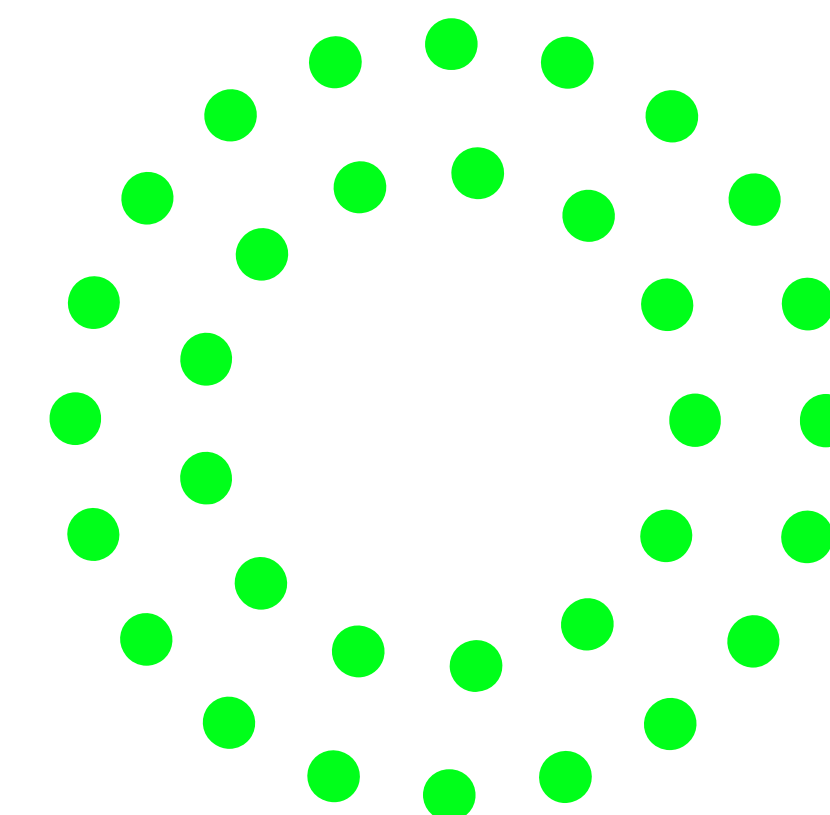
Colour: The colours of the coloured logo should not be changed. The coloured logo can be replaced with white or black version depending on the background but the colour logo should always be a first choice.



Resources - dot design

Following previous year's campaigns, **World AS Day 2023** uses the same dots style to support the campaign.

This year the dots are neon green. We encourage you to use these downloadable materials to raise awareness.

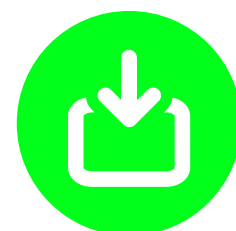


R0 G255 B26
#00FF1A



Resources - Social Media assets

We have created downloadable assets for you to share locally. Some contain our key messages, and others are blank to allow you to prepare your own personal, local messages or translate the English copy.

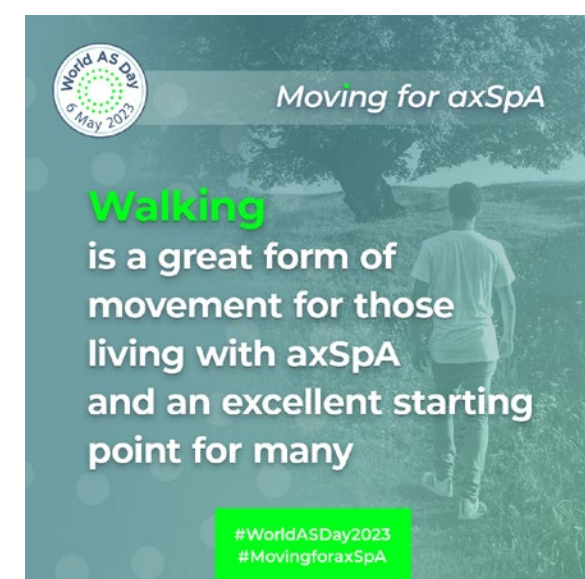


DOWNLOAD
ASSETS



CANVA ASSETS

POST TEMPLATES - EXAMPLES



Font

Please use **MONTSERRAT** as a preferred font for the social media posts.



Get involved

Social Media

We have created a social media calendar and a series of assets that you can share on your social media channels.

Please find more information below.





#WorldASDay2023 #MovingforaxSpA | asif.info/worldasday



Join a Global Digital Event

We have created a list of events that people and patient organisations are hosting across the whole world in real life and online that you can join! Check out the list **here**.



Host your own event

Get involved by organising your own event, share the details with us via the form on our website (see more details in the Global Digital Events section of the **website**) to be added to the events list and don't forget to let everyone know on social media using **#WorldASDay2023**.



2023 Global Summit

The Global Summit, hosted by the Spondyloarthritis Association of America (SAA), will be held virtually on 5-6 May. ASIF partners with the SAA on this patient-focused educational event.

Under the theme “Moving Together Towards Better Health Outcomes” this year’s program features 12 experts from the international community who will discuss topics such as Flares and Possible Triggers; SpA Research Updates; Sleep Issues; Women & SpA; Diet & Nutrition; Surgery & Joint Replacement Recommendations; Cardiovascular Disease, and more! Take a look at the full list of planned topics.

The presentations will be available in English and Spanish, with selected presentations also available in other languages. Please check the **ASIF website** for more details.

We encourage our members to promote the Global Summit to their membership.

Find out more **here**





Walk Your AS Off

Walk Your AS Off is a virtual walk event that ASIF member organizations may join to encourage their constituents to get moving and raise awareness about axSpA. Walk Your AS Off takes place from 1-31 May.

We know exercise benefits people living with axSpA and walking is a great way to keep moving. Some of your members might choose other forms of movement as their primary form of exercise and that's fine because steps happen while someone participates in any form of movement and steps can be converted from swimming, cycling, yoga or even gardening! By joining and creating your virtual team your members may start logging steps at any time.

Each Wednesday at 14:00 ET, participants and those interested in finding out more, are invited to join the organisers to chat all things walk related. The Zoom link is: bit.ly/3VElukM. Download Walker Wednesday social media assets that you can share [here](#).

Find out more and register at walkyourasoff.com





About ASIF

Axial Spondyloarthritis International Federation

- **ASIF** is an international membership organisation representing patient associations around the globe specialising in the support of patients with axSpA with **more than 50 Patient Organisation Members from over 40 countries** around the world.
- **ASIF's Mission** is to advocate globally to improve the lives of people affected by axial Spondyloarthritis and related conditions. To grow, strengthen and empower our community, and to raise awareness around the world.

Find out more at www.asif.info





Axial Spondyloarthritis (axSpA)

Axial Spondyloarthritis (axSpA) is a chronic inflammatory disease that encompasses radiographic (Ankylosing Spondylitis or AS) and non-radiographic (nr-axSpA) forms. It is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints called Morbus Bechterew in some European countries. It can lead to chronic pain, structural damage and disability. It places a huge physical impact and psychological stress on patients which can disrupt every aspect of their life and its quality including mobility, sleep, work and relationships. It is a poorly understood disease that causes patients to worry for their future.



Social Media Calendar

This social media calendar can be used as a guide for your social media activities.
The content is editable and can be translated. ASIF will follow this guide, however, it is subject to change.



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Save the date	Mon 13 Mar	Video Post		POST	Facebook	<p>Save the Date for World AS Day 2023 - Saturday 6 May. Join ASIF in marking World AS Day to raise awareness and support people living with axial Spondyloarthritis (axSpA)</p> <p>axSpA is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints, also called 'Morbus Bechterew' in some European countries.</p> <p>Our mission is to raise the profile of this disease and increase awareness of the impact it has on people's lives, physically, mentally and emotionally.</p> <p>We invite you to join us again this year to share information about the disease.</p> <p>Read more: www.asif.info/worldasday</p>
					LinkedIn	<p>Save the Date for World AS Day 2023 - Saturday 6 May. Join ASIF in marking World AS Day to raise awareness and support people living with axial Spondyloarthritis (axSpA)</p> <p>axSpA is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints, also called 'Morbus Bechterew' in some European countries.</p> <p>Our mission is to raise the profile of this disease and increase awareness of the impact it has on people's lives, physically, mentally and emotionally.</p> <p>We invite you to join us again this year to share information about the disease.</p> <p>Read more on our website www.asif.info/worldasday.</p> <p>#WalkYourASOff2023 #WorldASDay2023 #axSpA</p>
					Instagram	<p>Save the Date for World AS Day 2023 - Saturday 6 May. Join ASIF in marking World AS Day to raise awareness and support people living with axial Spondyloarthritis (axSpA)</p> <p>axSpA is a rheumatic inflammatory disease primarily affecting the spine and sacroiliac joints, also called 'Morbus Bechterew' in some European countries.</p> <p>Our mission is to raise the profile of this disease and increase awareness of the impact it has on people's lives, physically, mentally and emotionally.</p> <p>We invite you to join us again this year to share information about the disease.</p> <p>Read more on our website www.asif.info/worldasday - link in our bio.</p> <p>#WalkYourASOff2023 #WorldASDay2023 #axSpA</p>
					Twitter	<p>Save the Date for #WorldASDay2023 - Saturday 6 May. We are proud to announce that ASIF is once again hosting World AS Day to raise awareness and support for people living with #axSpA Join us this year to share information about axSpA: www.asif.info/worldasday</p>



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Save the Dates - Header changes	Mon 13 Mar			LinkedIn 1584 x 396	LinkedIn	Update headers on social media platform with Save the Date Facebook allows video covers.
				LinkedIn 1536x768		
				Facebook	Facebook	
				Twitter	Twitter	
Global Summit Save the Date	Mon 20 Mar	N/A		POST	Facebook	<p>Save the Dates for the 2023 Global Spondyloarthritis Summit hosted by @Spondylitis Association of America</p> <p>As the premier virtual health event for the spondyloarthritis community, the 5th Annual Global Spondyloarthritis Summit features renowned rheumatologists and other health experts who provide the most up-to-date findings and medically reliable and comprehensive information on essential topics that matter to those living with the disease. Whether you are newly diagnosed or have been living with the disease for years, the Summit is your opportunity to learn tips and tools for managing your symptoms while also connecting with others.</p> <p>Under the theme “Moving Together Towards Better Health Outcomes” this year’s program features 12 experts from the international community who will discuss topics such as Flares and Possible Triggers; SpA Research Updates; Sleep Issues; Women & SpA; Diet & Nutrition; Surgery & Joint Replacement Recommendations; Cardiovascular Disease, and more! Take a look at the full list of planned topics.</p> <p>Find out more: https://spondylitis.org/resources-support/educational-materials-resources/saas-5th-annual-global-spondyloarthritis-summit/</p>
					LinkedIn	<p>Save the Dates for the 2023 Global Spondyloarthritis Summit hosted by @Spondylitis</p> <p>As the premier virtual health event for the spondyloarthritis community, the 5th Annual Global Spondyloarthritis Summit features renowned rheumatologists and other health experts who provide the most up-to-date findings and medically reliable and comprehensive information on essential topics that matter to those living with the disease. Whether you are newly diagnosed or have been living with the disease for years, the Summit is your opportunity to learn tips and tools for managing your symptoms while also connecting with others.</p> <p>Under the theme “Moving Together Towards Better Health Outcomes” this year’s program features 12 experts from the international community who will discuss topics such as Flares and Possible Triggers; SpA Research Updates; Sleep Issues; Women & SpA; Diet & Nutrition; Surgery & Joint Replacement Recommendations; Cardiovascular Disease, and more! Take a look at the full list of planned topics.</p> <p>Find out more: https://spondylitis.org/resources-support/educational-materials-resources/saas-5th-annual-global-spondyloarthritis-summit/</p> <p>#WorldASDay2023</p>
					Instagram	<p>Save the Dates for the 2023 Global Spondyloarthritis Summit hosted by @Spondylitis</p> <p>As the premier virtual health event for the spondyloarthritis community, the 5th Annual Global Spondyloarthritis Summit features renowned rheumatologists and other health experts who provide the most up-to-date findings and medically reliable and comprehensive information on essential topics that matter to those living with the disease. Whether you are newly diagnosed or have been living with the disease for years, the Summit is your opportunity to learn tips and tools for managing your symptoms while also connecting with others.</p> <p>Under the theme “Moving Together Towards Better Health Outcomes” this year’s program features 12 experts from the international community who will discuss topics such as Flares and Possible Triggers; SpA Research Updates; Sleep Issues; Women & SpA; Diet & Nutrition; Surgery & Joint Replacement Recommendations; Cardiovascular Disease, and more! Take a look at the full list of planned topics.</p> <p>Find out more: https://spondylitis.org/resources-support/educational-materials-resources/saas-5th-annual-global-spondyloarthritis-summit/</p> <p>#WorldASDay2023</p>
					Twitter	<p>Save the Dates for the 2023 Global Spondyloarthritis Summit featuring renowned rheumatologists & other health experts who provide the most up-to-date findings and essential topics that matter to those living with #axSpA.</p> <p>@spondylitis #WorldASDay2023</p>



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
THEME + KEY MESSAGE 1	Mon 27 Mar	Key message 1		POST	Facebook	<p>Axial Spondyloarthritis (axSpA) is a chronic inflammatory arthritis of the sacroiliac joints and spine, and movement is as important as medication for those living with axSpA that's why the official theme for World AS Day 2023 is Moving for axSpA.</p> <p>Movement can improve both physical and mental wellbeing for those living with axSpA. It can help reduce stiffness and pain, improve sleep and increase energy levels.</p> <p>Whatever your ability – from gentle stretching to running a marathon – movement can help your axSpA. Find a physical activity you enjoy and which fits into your lifestyle. Even a few small steps each day can lead to an improvement in symptoms.</p> <p>To find out more about the campaign visit www.asif.info/worldasday</p>
					LinkedIn	<p>Axial Spondyloarthritis (#axSpA) is a chronic inflammatory arthritis of the sacroiliac joints and spine and movement is as important as medication for those living with axSpA that's why the official theme for #WorldASDay2023 is #MovingforaxSpA.</p> <p>Movement can improve both physical and mental wellbeing, it can help reduce stiffness and pain, improve sleep and increase energy levels.</p> <p>Whatever your ability – from gentle stretching to running a marathon – movement can help your axSpA. Find a physical activity you enjoy and which fits into your lifestyle. Even a few small steps each day can lead to an improvement in symptoms.</p> <p>To find out more about the campaign visit the link in our bio.</p>
					Instagram	<p>Axial Spondyloarthritis (#axSpA) is a chronic inflammatory arthritis of the sacroiliac joints and spine and movement is as important as medication for those living with axSpA that's why the official theme for #WorldASDay2023 is #MovingforaxSpA.</p> <p>Movement can improve both physical and mental wellbeing, it can help reduce stiffness and pain, improve sleep and increase energy levels.</p> <p>Whatever your ability – from gentle stretching to running a marathon – movement can help your axSpA. Find a physical activity you enjoy and which fits into your lifestyle. Even a few small steps each day can lead to an improvement in symptoms.</p> <p>To find out more about the campaign visit the link in our bio.</p>
					Twitter	<p>#MovingforaxSpA is the official theme for #WorldASDay2023 !</p> <p>#axSpA is a chronic inflammatory arthritis of the sacroiliac joints and spine and movement can improve both physical and mental wellbeing for those living with the condition.</p> <p>www.asif.info/worldasday</p>
Walk Your AS Off - Save the Date	Mon 03 Apr	n/a		POST	Facebook	<p>Join the 12th annual Walk Your AS Off and record your steps to raise awareness for axial Spondyloarthritis.</p> <p>Walk Your AS Off is a virtual walk to get you moving and raise awareness for axSpA. You can participate as an individual or create your own (virtual) team and start logging your steps during the whole month of May. Whether you can walk around the block or over mountains, or do other activities that can be converted into step counts, like yoga, gardening, swimming, and wheelchair miles, you can make a difference. Tell everyone about your personal challenge and raise awareness!</p> <p>Sign up now - www.walkyourasoff.com</p>
					LinkedIn	<p>Join the 12th annual #WalkYourASOff event and record your steps to raise awareness for axial Spondyloarthritis.</p> <p>Walk Your AS Off is a virtual walk to get you moving and raise awareness for #axSpA. You can participate as an individual or create your own (virtual) team and start logging your steps during the whole month of May. Whether you can walk around the block or over mountains, or do other activities that can be converted into step counts, like yoga, gardening, swimming, wheelchair miles, you can make a difference. Tell everyone about your personal challenge and raise awareness!</p> <p>Sign up now - www.walkyourasoff.com</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Instagram	<p>Join the 12th annual #WalkYourASOff event and record your steps to raise awareness for axial Spondyloarthritis.</p> <p>Walk Your AS Off is a virtual walk to get you moving and raise awareness for #axSpA. You can participate as an individual or create your own (virtual) team and start logging your steps during the whole month of May. Whether you can walk around the block or over mountains, or do other activities that can be converted into step counts, like yoga, gardening, swimming, wheelchair miles, you can make a difference. Tell everyone about your personal challenge and raise awareness!</p> <p>Sign up now - www.walkyourasoff.com</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Twitter	<p>Join #WalkYourASOff on your own or in a team, record your steps and raise awareness for #axialSpondyloarthritis. Sign up now - www.walkyourasoff.com</p> <p>#WorldASDay2023 #axSpA #MovingforaxSpA</p>





Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Key message 2	Mon 10 Apr	Key message 2		POST	Facebook	<p>Different types of movement can be helpful for those with axSpA. Movement comes in many forms and does not need to be a hardcore exercise. Finding something you enjoy makes exercising so much easier. Everyone is different and you need to find the physical activity that works best for you it can be yoga, walking, swimming, any form of exercise or movement that works best for you and gets you moving!</p> <p>Check in with your local patient organisation to see if they have any exercise groups that can get you started and keep an eye on our social media platforms and website to see if there are other events you might be interested in - www.asif.info/worldasday</p>
					LinkedIn	<p>Different types of movement can be helpful for those with #axSpA. Movement comes in many forms and does not need to be a hardcore exercise. Finding something you enjoy makes exercising so much easier. Everyone is different and you need to find the physical activity that works best for you it can be yoga, walking, swimming, any form of exercise or movement that works best for you and gets you moving!</p> <p>Check in with your local patient organisation to see if they have any exercise groups that can get you started and keep an eye on our social media platforms and website to see if there are other events you might be interested in - www.asif.info/worldasday.</p> <p>#WalkYourASOff2023 #WorldASDay2023 #MovingforaxSpA</p>
					Instagram	<p>Different types of movement can be helpful for those with #axSpA. Movement comes in many forms and does not need to be a hardcore exercise. Finding something you enjoy makes exercising so much easier. Everyone is different and you need to find the physical activity that works best for you it can be yoga, walking, swimming, any form of exercise or movement that works best for you and gets you moving!</p> <p>Check in with your local patient organisation to see if they have any exercise groups that can get you started and keep an eye on our social media platforms and website to see if there are other events you might be interested in - www.asif.info/worldasday (link in our bio).</p> <p>#WalkYourASOff2023 #WorldASDay2023 #MovingforaxSpA</p>
					Twitter	<p>Different types of movement can be helpful for those with #axSpA. Movement comes in many forms and does not need to be a hardcore exercise. Finding something you enjoy makes exercising so much easier. Everyone is different and you need to find the physical activity that works best for you it can be yoga, walking, swimming, any form of exercise or movement that works best for you and gets you moving!</p> <p>Check in with your local patient organisation to see if they have any exercise groups that can get you started and keep an eye on our social media platforms and website to see if there are other events you might be interested in - www.asif.info/worldasday.</p> <p>#WalkYourASOff2023 #WorldASDay2023 #MovingforaxSpA</p>
Events EXAMPLE POST		n/a		<p>TEMPLATE POST</p> <p>NOTE:</p> <p>This is just an example post. DO NOT POST. Please adapt to an event you are hosting.</p> <p>When posting please use hashtags:</p> <p>#WorldASDay2023 #MovingforaxSpA #axSpA</p>		



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Key message 2.1	Mon 17 Apr	Key message 2.1		POST	Facebook	<p>Walking is a great form of movement for those living with axSpA and an excellent starting point for many.</p> <p>Going for a walk can be an easy way to get some cardiovascular activity and keep your hips and back flexible. Just make sure you keep your posture as straight as possible when you walk so you're not putting pressure on your hips or spine in a harmful way.</p> <p>Remember to join Walk Your AS Off 2023 and record your steps to raise awareness for axial Spondyloarthritis - www.walkyourasoff.com.</p> <p>Find out more about World AS Day 2023 campaign on our website www.asif.info/worldasday</p>
					LinkedIn	<p>Walking is a great form of movement for those living with #axSpA and an excellent starting point for many.</p> <p>Going for a walk can be an easy way to get some cardiovascular activity and keep your hips and back flexible. Just make sure you keep your posture as straight as possible when you walk so you're not putting pressure on your hips or spine in a harmful way.</p> <p>Remember to join #WalkYourASOff 2023 and record your steps to raise awareness for axial Spondyloarthritis. Find out more about #WorldASDay2023 campaign on our website www.asif.info/worldasday</p> <p>#MovingforaxSpA #axSpA</p>
					Instagram	<p>Walking is a great form of movement for those living with #axSpA and an excellent starting point for many.</p> <p>Going for a walk can be an easy way to get some cardiovascular activity and keep your hips and back flexible. Just make sure you keep your posture as straight as possible when you walk so you're not putting pressure on your hips or spine in a harmful way.</p> <p>Remember to join #WalkYourASOff 2023 and record your steps to raise awareness for axial Spondyloarthritis. Find out more at the link in our bio.</p> <p>#WorldASDay2023 #MovingforaxSpA #axSpA</p>
					Twitter	<p>Walking is a great form of movement for those living with #axSpA and an excellent starting point for many.</p> <p>Join #WalkYourASOff 2023 and record your steps to raise awareness for #axSpA www.walkyourasoff.com</p> <p>www.asif.info/worldasday</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
Key message 3	Mon 24 Apr	Key message 3		POST	Facebook	<p>Getting moving is something everyone can do, whatever their ability. From gentle stretching to running a marathon – movement can help your axSpA. You don't have to be an athlete to get moving. Just do things at your own pace, but take care not to overdo it. If you want to do more, increase gently and build up the time or the intensity, consider talking to your physician if you increase activity. Remember to stretch before and after your activity.</p> <p>Learn more: www.asif.info/worldasday</p>
					LinkedIn	<p>Getting moving is something everyone can do, whatever their ability. From gentle stretching to running a marathon – movement can help your #axSpA You don't have to be an athlete to get moving. Just do things at your own pace, but take care not to overdo it. If you want to do more, increase gently and build up the time or the intensity, consider talking to your physician if you increase activity. Remember to stretch before and after your activity.</p> <p>Learn more: www.asif.info/worldasday</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Instagram	<p>Getting moving is something everyone can do, whatever their ability. From gentle stretching to running a marathon – movement can help your #axSpA You don't have to be an athlete to get moving. Just do things at your own pace, but take care not to overdo it. If you want to do more, increase gently and build up the time or the intensity, consider talking to your physician if you increase activity. Remember to stretch before and after your activity.</p> <p>Learn more: www.asif.info/worldasday (link in our bio).</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Twitter	<p>Whatever your ability – from gentle stretching to running a marathon – movement can help your #axSpA. Consult your doctor and find the physical activity and pace that works best for you.</p> <p>Learn more: www.asif.info/worldasday</p> <p>#WorldASDay2023 #MovingforaxSpA</p>



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Key message 4	Thu 27 Apr	Key message 4		POST	Facebook	<p>Take time to move every day and it will help you. Find a way to fit some movement into everyday. Even a few small steps each day can lead to an improvement in symptoms. If you have an axSpA flare up, adapt your regular movement. And don't forget to join your local axSpA organisation.</p> <p>Learn more: www.asif.info/worldasday</p>
					LinkedIn	<p>Take time to move every day and it will help you. Find a way to fit some movement into everyday. Even a few small steps each day can lead to an improvement in symptoms. If you have an axSpA flare up, adapt your regular movement. And don't forget to join your local #axSpA organisation.</p> <p>Learn more: www.asif.info/worldasday</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Instagram	<p>Take time to move every day and it will help you. Find a way to fit some movement into everyday. Even a few small steps each day can lead to an improvement in symptoms. If you have an axSpA flare up, adapt your regular movement. And don't forget to join your local #axSpA organisation.</p> <p>Learn more: www.asif.info/worldasday (link in our bio).</p> <p>#WorldASDay2023 #MovingforaxSpA</p>
					Twitter	<p>Take time to move every day and it will help you. Find a way to fit some movement into everyday. Even a few small steps each day can lead to an improvement in symptoms.</p> <p>Learn more: www.asif.info/worldasday</p> <p>#WorldASDay2023 #axSpA #MovingforaxSpA</p>
Key message 4.1	Tue 02 May	Key message 4.1		POST	Facebook	<p>Don't like exercising alone? Moving with friends, family or local groups can be easier and more fun!</p> <p>Check to see if your local axSpA organisation has group activities online or in person that you can join.</p> <p>You can also find new events on our website: www.asif.info/worldasday</p>
					LinkedIn	<p>Don't like exercising alone? Moving with friends, family or local groups can be easier and more fun!</p> <p>Check to see if your local #axSpA organisation has group activities online or in person that you can join.</p> <p>You can also find new events on our website: www.asif.info/worldasday</p> <p>#WalkYourASOff2023 #WorldASDay2023 #MovingforaxSpA</p>
					Instagram	<p>Don't like exercising alone? Moving with friends, family or local groups can be easier and more fun!</p> <p>Check to see if your local #axSpA organisation has group activities online or in person that you can join.</p> <p>You can also find new events on our website at the link in our bio. www.asif.info/worldasday</p> <p>#WalkYourASOff2023 #WorldASDay2023 #MovingforaxSpA</p>
					Twitter	<p>Moving with friends, family or local groups can be easier and more fun! Check to see if your local #axSpA organisation has group activities online or in person that you can join.</p> <p>Find out more: www.asif.info/worldasday</p> <p>#WalkYourASOff2023 #WorldASDay2023</p>



Type	Date	Video Post	Static (alternative)	Link	Channel	Post Copy
Header change	Sat 06 May			LinkedIn 1584 x 396	LinkedIn	Update headers on social media platforms Facebook allows video covers, this will be provided before the day.
				LinkedIn 1536 x 768		
				Facebook	Facebook	
				Twitter	Twitter	
World AS Day (General)	Sat 06 May	Video will be available at the later date To be created using content gathered that will be shared by participants before WASD		POST	Facebook	It's World AS Day! How you are celebrating and raising awareness of axSpA this year? Share it with us in the comments below, we would love to hear from you. Thank you to everyone who is raising awareness today on World AS Day 2023
					LinkedIn	It's World AS Day! How you are celebrating and raising awareness of #axSpA this year? Share it with us in the comments below, we would love to hear from you. Thank you to everyone who is raising awareness today on #WorldASDay2023 #MovingforaxSpA
					Instagram	It's World AS Day! How you are celebrating and raising awareness of #axSpA this year? Share it with us in the comments below, we would love to hear from you. Thank you to everyone who is raising awareness today on #WorldASDay2023 #MovingforaxSpA
					Twitter	It's World AS Day! Thank you to everyone who is raising awareness today on #WorldASDay2023 #MovingforaxSpA #axSpA



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Thank You

