

# Social Media Basics for Tai Chi Instructors

## Connie Assiff, Texas

Certified TCHI Instructor, Master of Business Administration,  
& Health Educator

### Quick Glossary of Terms

**TCHI** – Tai Chi for Health Institute

#### **HASHTAG** - #

- Hashtag is the pound or tick-tac-toe “#” symbol
- Created by the Shift + 3 key on keyboard
- It is used at the beginning of a word #\_\_\_\_\_ or #taichiforhealth – It indexes the topic TCHI
- And serves as an index to unite conversations around the same topic on social media
- It can be used in the post or at the end of a post
- *Examples:*
  - Join our #taichiforhealth class at YMCA community center on Tuesday morning
  - We hope you can join our Tuesday tai chi class at YMCA community center. #taichiforhealth
- It's an advantage to know what is trending on the news or social media for specific health days
  - #FallPreventionDay #HeartHealthDay #DiabetesPreventionDay
  - #WorldArthritisDay #WorldTaiChiDay
- When you use hashtags you have the potential to expand your network beyond your people those in your inner circles

#### **HANDLE** - @

- Handle is the “@” symbol
- Created by the Shift + 2 key on the keyboard
- It is used at the beginning of a word @\_\_\_\_\_ or @taichihealth is the unique identifier for TCHI
- It is a way to tag someone and let them know you are talking about their brand, their product TCHI
- It can be used in the post or at the end of a post
- *Examples:*
  - Join our @TaiChiHealth class at YMCA community center on Tuesday morning
  - We hope you can join our Tuesday tai chi class at YMCA community center @TaiChiHealth
- It's an advantage to be able to let someone know you are talking about their product or brand, as they can re-post, re-share or re-tweet and help you market your class. The post has the potential to reach many more people, than those in your immediate network
- When you use a Handle the person, business, agency receives a notification

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### SOCIAL MEDIA TOOLKITS

- Give sample Facebook, Twitter and LinkedIn messages/templates along with artwork, etc. to make posting easier for anyone wishing to do professional looking posts on social media
  - Examples to look for: American Heart Association website, Arthritis website, National Council on Aging website, American Diabetes Foundation website, etc. Also check your State websites for Health Departments or Health and Human Services Departments


### RESOURCES

- **How to use Hashtags:** <https://blog.hubspot.com/marketing/hashtags-twitter-facebook-instagram>
- **Hashtag YouTube videos:** <https://www.youtube.com/watch?v=qQ9ujjfn2g>
- **Classes to learn social media:** <https://seniorplanet.org/course/exploring-social-media-2/>
- **Resources for learning Free:** <https://bridgingapps.org/seniors/resources-for-seniors/>
- **How to Post on Facebook:** <https://www.youtube.com/watch?v=KYKh2SFQtEA>
- **How to Post on Twitter:** <https://help.twitter.com/en/resources/twitter-guide/topics/how-to-join-the-conversation-on-twitter/how-to-tweet>
- **How to Post on LinkedIn:** <https://www.youtube.com/watch?v=XmcUddcabsY>
- **How to Post on Instagram:** [https://www.youtube.com/watch?v=mI\\_Ycumremk](https://www.youtube.com/watch?v=mI_Ycumremk)
- **How to Post on Next Door:** <https://www.youtube.com/watch?v=h4IB7VMhZJg>
- **Marketing Tai Chi – (Not TCHI):** <https://www.hollenbeckpalms.com/the-benefits-of-tai-chi-for-seniors/>
- **Basic Glossary of Social Media Terms (A-Z):** <https://blog.hubspot.com/marketing/social-media-terms>
- **Social Media and Data Privacy:** <https://dataprivacymanager.net/how-to-protect-your-privacy-on-social-media/>
- **How to Use Social Media Toolkits: Example ONLY -** [Social Media Toolkit | CDC](#)
- **Social Media Toolkit Examples:** <https://www.tecc.org/social-media-toolkit/social-media-toolkit-pdf/>

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**Proofread Posts, Check Spellings, Once Posted – Check Post Again**


**Sample Facebook Post**



**Connie Assiff, MBA, CHWI** • You




Health Services Program Manager ~ Educate, Engage and Empower with a fo...

1w • Edited • 



September is Fall Prevention Awareness month and September 22, the first day of fall, has been designated by the [National Council on Aging](#) (NCOA) as Fall Prevention Awareness Day? Falling Is Not a normal part of aging and is preventable.

Tai Chi is one of the best exercises to reduce the risk of falls, as it improves:

-  Balance and mobility
-  Strength and flexibility
-  Relaxation and overall well-being

Sharing this wonderful presentation by Master Trainer Patricia Lawson, M.S. Ed. with the Tai Chi for Health Institute for those who may be interested in learning more about this phenomenal Tai Chi program by Dr. Paul Lam.

I'm humbled to be part of this Fantastic group of instructors who are doing their part to bring this life-changing exercise to their communities.

Happy [#FallPreventionDay](#)!

Find more information about this and all Tai Chi classes for a multitude of health conditions at the Tai Chi for Health Institute website: <https://lnkd.in/eTABgEmp>

[#FallPreventionDay](#) [#TaiChi](#) [#EvidenceBased](#) [#TaiChiForHealth](#)  
[#FallsPreventionAwarenessWeek](#)  
[#MindBodyConnection](#) [#PostureExercises](#)  
[#Mindfulness](#) [#FocusOnBreathing](#)  
[#HealthyAging](#) [#HealthyExercise](#)

<https://lnkd.in/egx249GS>

USTCC.ORG Professional Development Event, Social Media Marketing Tips to Boost Your Business and Build Your Classes, November 2022

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## Sample LinkedIn Post



Connie Assiff

September 22 at 8:04 AM · 🌐



Did you know that September is Fall Prevention Awareness month and September 22, the first day of fall, is designated by the [National Council on Aging \(NCOA\)](#) as Fall Prevention Awareness Day?

Tai Chi is one of the best exercises to:

- ☯ Improve balance and mobility
- ☯ Improve strength and flexibility
- ☯ Improve relaxation and overall well-being
- ☯ Decrease pain and falls (And more!!)

Sharing this wonderful presentation by Master Trainer Patricia Lawson, M.S. Ed. with the [Tai Chi for Health Institute](#) for those who may be interested in learning more about this Phenomenal Tai Chi program by Dr. [Paul Lam](#), in honor of [#FallPreventionDay!](#) ☯

I'm humbled to be part of the Fantastic group of instructors who are doing their part to bring this life-changing exercise to their communities. Happy [#FallPreventionDay!](#)

Find more information about this International non-profit organization and all their Tai Chi classes for a multitude of health conditions: <https://taichiforhealthinstitute.org>

[#FallPreventionDay](#) [#TaiChi](#) [#EvidenceBased](#)  
[#MindBodyConnection](#) [#PostureExercises](#)  
[#Mindfulness](#) [#FocusOnBreathing](#)  
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## Sample Twitter Post



**Connie Assiff** @ConnieA... · 10 Oct 20 :  
Spent [#WorldMentalHealthDay](#) 🧘  
practicing tai chi 🌀 with Dr. Paul Lam  
and my [#TaiChiForHealth](#) friends all over  
the world 🌍 [@taichihealth](#)

[#COVID19](#) has increased the need for  
mind and body exercises that connect us  
to each other and keep us focused on  
the positive!



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## **QUICK TIPS AND OTHER INFORMATION**

- Look at others who may have good posts and copy them
- Do your research, great posts take time
- Make a list of your most commonly used hashtags and handles
- Use strong Passwords, **LastPass** is a good one to use, research others
- Use two step authenticators when possible to protect your social media pages
- The more you learn and try the better you will get
- Pay attention to logos and images, to ensure you are using correct handles for specific people, agencies, etc.

## **YOUR NOTES:**