

Marketing Pack

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The Irish Federation
of Yoga Teachers



Event Name:

National Yoga Supports Health Day - Raising Awareness of the Researched Health Benefits of Yoga

Text to Copy:

November 28th 2020 is the official launch of Irish Federation of Yoga Teachers and, on that day, there is a full day of free online classes from independent teachers and yoga studios nationwide. The launch is designed to raise awareness of the significance of yoga as health support for people at this time and beyond. Yoga in its simplest form provides meditation and mindful movement techniques that can reduce stress and enhance general wellbeing.

Hashtags:

Use the following hashtags in your posts across social media:

#yogasupportshealth

#makeyogaessential

#yogaisnotexercise

Promotion Ideas:

- Change your FB profile to a picture with you and #yogasupportshealth
- Send a newsletter to your students letting them know about the event and your free class.
- Use the banners, logo and images in the resource link <https://ifyt.org/resources>
- Post about the event on social media, use hashtags, encourage your students to share.
- Share IFYT's Facebook event.
- Invite influencers on social media to your class and in return (always ask them what you want) post about the National Yoga Supports Health Day in their stories AND feed (encourage them to use hashtags #yogasupportshealth #makeyogaessential #yogaisnotexercise)
- Facebook profile picture - take a selfie with #yogasupportshealth sign or use a pre-made frame available on Facebook.
- Prepare the class, take a screenshot of students holding signs #yogasupportshealth
- Offer anyone who signs up for a free class gets a friend free pass for another class.
- Offer a Random draw for a prize during class.
- Set up an event on Facebook.
- Ask students to write 3 health benefits they've got from yoga.
- Tag completion on Instagram.



Class Organisation:

You are responsible for your live online class set-up. There are a few options you can use: Zoom, Facebook Live, Instagram Live, YouTube Live.

You can simply share a link to where your live online class will take place or ask students to register (Zoom/Booking App).

You can use all the information/graphics included in the Marketing Pack for the promotion of your class or National Yoga Supports Health Day in general (if you are not offering a class, help by posting about the event on your social media).

Downloadable Resources:

All resources are available on www.ifyt.org/resources