# Cigna March 2021 Social Posts

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| Audience and asset | Date | Copy | Asset Thumbnail | URL link |
| Whole Health launch | 11/03/21 | Feeling stressed? You’re not alone. 83% of people all over the world are too. Our Whole Health vision for healthcare supports you in all areas of your life, from your home life to work to help minimise stress so you can make the most of living. Stress less today:  Use campaign hashtags | C:\Users\cxmcau\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\4CXH1JKA\Cigna-5727-Whole Health Social posts LinkedIn 1280x670.jpg | [https://comms.cignaglobal.com/wholehealth-europe](https://urldefense.proofpoint.com/v2/url?u=https-3A__comms.cignaglobal.com_wholehealth-2Deurope&d=DwMFaQ&c=WlnXFIBCT3pmNh_w8hYeLw&r=4a6gve_7Qi4wSQ8CDi_s_BgWw1mDDHIX-NAaTpjSKN4&m=HV7i7cslw-W7mueNWANqHSsgF0gExKbKlvT_50pH6Zw&s=MWa-qPkxBmjJMRa118gJIrPZ2fqbytdltLZ-lo1tOpU&e=) - Add GIH tracking |
| Post 1  [Thailand product focus] | On hold | Are you a local national in Thailand or an expat? Cigna Global Health Thailand is the flexible product for you with three levels of cover and optional add-ons, you can create a product that meets your needs and budget.  [Link to country guide/product page]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | A picture containing text, water, outdoor, boat  Description automatically generated |  |

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| Whole health | 16/03/21 | Work and good health: a match made in heaven or an impossible pair? With Whole Health, we want to help people feel well at work so they can work well and live life to the full. Watch our Whole Health video today:  Use campaign hashtags | C:\Users\cxmcau\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\4CXH1JKA\Cigna-5727-Whole Health Social posts LinkedIn 1280x6702 (002).jpg | Link to video – add GIH tracking |
| Post 2  [Exercise poll] | 18/03/21 | What are your working day exercise habits? Are you committed to lunchtime fitness or is it something you just don’t have time for?  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | POLL:  What is your approach to working day exercise at home?     * A pleasure, I make time for every day      * A luxury, I will only do it if I have the time, 2-3 times a week      * An inconvenience, I try but mostly never get around to it      * I never take exercise during the working week |  |

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| Post 3  [Connecting through exercise linking to blog post] | 22/03/21 | Have you tried making your exercise a social event? Working out with others – in person or virtually – adds an additional feel-good factor through social interaction to your exercise. Read more here… [LINK TO BLOG ARTICLE]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | A person in an orange shirt  Description automatically generated with medium confidence |  |

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| Post 4  [Whole Health poll] | 23/03/21 | There are many factors that impact on your health and well-being, but what has the biggest effect on you?  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | POLL:  What impacts your health most?     * The level of exercise I do * What I eat/don’t eat * Stress levels at work * Financial concerns * How often I see friends * All of the above |  |

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| Post 5  [General expat experts] | 24/03/21 | Are you an expat living in a new country looking for health insurance? Look no further than Cigna. With a network of medical professionals across the world and 24/7 help when you need it, it’s for good reason that millions of people choose Cigna. [LINK TO CGHO PRODUCT PAGE]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | A picture containing sky, outdoor, water  Description automatically generated |  |

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| Post 6  CGHO  THIS WILL BE A SHORT VERSION OF THE CGHO MOTION GRAPHIC | Will provide date once video is ready | X  [link]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | Short edit of main video |  |

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| Post 7  [General exercise] | 29/03/21 | Starting a new exercise kick is hard enough, but sticking to it is even tougher. One useful tactic is turning peer pressure into a positive. All you need do is find a like-minded person (or persons), share your exercise goals and the outcomes of your fitness sessions. A natural inclination to keep up with our peers can be used to your advantage when trying to achieve your fitness goals.  [link to article]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | A picture containing text, indoor, laying, lying  Description automatically generated |  |

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| Post 8  [Whole Health general] | 31/03/21 | At Cigna, our vision is to be the undisputed Whole Health partner to the people we serve throughout their lives. Our lives aren’t two-dimensional, so our health care shouldn’t be either. We are committed to looking at the full spectrum of factors that make up our health and well-being.  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness | A picture containing text, indoor, baby  Description automatically generated | [https://comms.cignaglobal.com/wholehealth-europe](https://urldefense.proofpoint.com/v2/url?u=https-3A__comms.cignaglobal.com_wholehealth-2Deurope&d=DwMFaQ&c=WlnXFIBCT3pmNh_w8hYeLw&r=4a6gve_7Qi4wSQ8CDi_s_BgWw1mDDHIX-NAaTpjSKN4&m=HV7i7cslw-W7mueNWANqHSsgF0gExKbKlvT_50pH6Zw&s=MWa-qPkxBmjJMRa118gJIrPZ2fqbytdltLZ-lo1tOpU&e=) - Add GIH tracking |

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| Post 9  [Exercise and mental health] | 02/04/21 | They say running away from your troubles never works. But take it literally, and it does. Exercise reduces our anxiety load, leaving us in a better place to deal with life’s troubles. Chemicals such as dopamine and adrenaline provide the short-term buzz you get from a brisk run or a session in the swimming pool, but the effect of exercise over time is even greater, helping to alleviate some of the feelings of depression, which we are all exposed to at some points in our lives.  [link]  #CignaBodyAndMindApp  #SeeStressDifferently  #CignaBodyAndMind  #Covid19 #Wellbeing  #DigitalHealth #HealthApps  #Wellness #Health #Fitness #Fitness | A picture containing text, person  Description automatically generated |  |