

Sainsbury's

Active Kids

For All

Inclusive Community
Training Programme

For all ages



Sainsbury's Inclusive Community Training (AK4A ICT) Programme Twitter Promotion

Recognising the value of social media we want to encourage registered partners to utilise their existing and established twitter accounts to:

- Promote Sainsbury's Inclusive Community Training opportunities
- Raise the profile of their association with the initiative
- Celebrate the impact of the initiative.

Although the Sainsbury's Inclusive Community Training will not have a specific Twitter account, most of the organisation tweets will be on the English Federation of Disability Sport's handle (@Eng_Dis_Sport). You can use the following programme hashtags in your tweets too:

- #AK4A
- #inclusivecommunity

This approach will allow other partner organisations to retweet where relevant and enable us to track any activity.

Here are a number of sample tweets you could use:

Carers and support workers

- Low-cost training for parents, carers, support and healthcare workers, volunteers and community groups. #AK4A <http://bit.ly/AK4AICT>
- Do you support disabled people? Could you introduce physical activity to them? Low cost training to help you #AK4A <http://bit.ly/AK4AICT>
- Could you create new opportunities for disabled people to access physical activity & sport? #AK4A training will help <http://bit.ly/AK4AICT>

Community groups

- Unique community workforce development opportunity! Attend an #AK4A workshop and see the difference you can make <http://bit.ly/AK4AICT>
- Three hour practical workshop to help you support disabled people to access physical activity & sport #AK4A <http://bit.ly/AK4AICT>
- Want to learn creative ideas to support disabled people to take part in physical activity? #AK4A training's for you! <http://bit.ly/AK4AICT>
- What practical tools do you know that support inclusive delivery? Learn some new ones at a #AK4A training workshop! <http://bit.ly/AK4AICT>
- Increase your skills, know-how and confidence in delivering sports based activities to disabled people #AK4A <http://bit.ly/AK4AICT>

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Healthcare professionals

- Could you help remove barriers to physical activity for disabled people? Learn how through low cost #AK4A <http://bit.ly/AK4AICT>
- Could you motivate and encourage disabled people to become and remain active for life? #AK4A training shows you how <http://bit.ly/AK4AICT>
- Training to support active communities for all #AK4A <http://bit.ly/AK4AICT>

Quotes

- “Fun, easy to understand, first step to leadership” said a recent #AK4A participant <http://bit.ly/AK4AICT>
- “This is the first time I have received input on how to support someone to feel included in activity” #AK4A <http://bit.ly/AK4AICT>
- “I developed fresh and new ideas!” Take part in #AK4A training and learn you too can support disabled people <http://bit.ly/AK4AICT>
- “It was fun, informal and a great way to share ideas” take part in #AK4A training yourself <http://bit.ly/AK4AICT>
- “The training opens different doors and it’s very educational” find out more about #AK4A training <http://bit.ly/AK4AICT>

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