

# Social Media Toolkit

## Title: Sleep Hygiene (Good Sleeping Habits)

For use during week 49 (December 9-December 15, 2019)

Launch Date: November 25, 2019

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

This toolkit provides Facebook and Instagram posts, hashtags, and tweets related to sleep hygiene.

Healthy sleep is important for both physical and mental health. It can also improve productivity and overall quality of life. Everyone, from children to older adults, can benefit from practicing good sleep habits.<sup>1</sup>

The term “sleep hygiene” refers to a series of healthy sleep habits that can improve the ability to fall asleep and stay asleep. These habits are a cornerstone of cognitive behavioral therapy, the most effective long-term treatment for people with chronic insomnia.<sup>2</sup>

Behaviors during the day, and especially before bedtime, can have a major impact on sleep. They can promote healthy sleep or contribute to sleeplessness. Daily routines – what a person eats and drinks, medications taken, schedules, and other factors can significantly impact the quality of sleep. Even a few slight adjustments can, in some cases, mean the difference between sound sleep and a restless night.

One of the most important sleep hygiene practices is to spend an appropriate amount of time asleep in bed, not too little or too excessive. Sleep needs vary across ages and are especially impacted by lifestyle and health. However, there are recommendations that can provide guidance on how much sleep to get in general. Other good sleep practices include:<sup>1,2</sup>

- Limiting daytime naps to 30 minutes.
- Avoiding stimulants such as caffeine and nicotine close to bedtime.
- Exercising to promote good quality sleep.
- Steering clear of food that can be disruptive right before sleep.
- Ensuring adequate exposure to natural light.
- Establishing a regular relaxing bedtime routine.
- Making sure that the sleep environment is pleasant.
- Keep a consistent sleep schedule. Get up at the same time every day, even on weekends or during vacations.
- Set a bedtime that is early enough for you to get at least 7 hours of sleep.
- Don't go to bed unless you are sleepy.
- If you don't fall asleep after 20 minutes, get out of bed.
- Establish a relaxing bedtime routine.
- Make your bedroom quiet and relaxing. Keep the room at a comfortable, cool temperature.
- Limit exposure to bright light in the evenings.
- Turn off electronic devices at least 30 minutes before bedtime.
- Exercise regularly and maintain a healthy diet.
- Avoid consuming caffeine in the late afternoon or evening.
- Avoid consuming alcohol before bedtime.
- Reduce your fluid intake before bedtime.

## **Target audience/high-risk subsets**

*\*Describe target audience*

Everyone

*\*Describe high-risk or sub-populations, if appropriate*

## **Target Audience Needs/Issues/Considerations**

*\*Include considerations that the opposition may provide*

No controversial issues.

## **Supporting Campaigns**

*\*Include organizations that would have credible information and would be likely to have their own campaigns*

[American Academy of Sleep Medicine](#)

[American Heart Association](#)

[Centers for Disease Control and Prevention](#)

[National Sleep Foundation](#)

[U.S. Department of Transportation, National Highway Traffic Safety Administration](#)

## **References**

<sup>1</sup>National Sleep Foundation. [Internet]. National Healthy Sleep Awareness Project. Retrieved on 11/20/19 from: <http://sleepeducation.org/healthysleep>

<sup>2</sup>American Academy of Sleep Medicine. (2017, February 9). Healthy Sleep Habits. Retrieved on 11/20/19 from: <http://sleepeducation.org/essentials-in-sleep/healthy-sleep-habits>

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Sandy Vasenda NEOMED MPH Student																													
<b>Estimated time used to create</b>	7 hours																													
<b>Date submitted</b>	11/20/19																													
<b>DUE date &amp; TARGET date for release (Monday)</b>	Target date for Release: Monday, November 25, 2019																													
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 10%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>11/21/19</td> <td>AL</td> <td></td> <td></td> </tr> <tr> <td>Jessica Wakelee</td> <td>11/22/19</td> <td>JW</td> <td>JW</td> <td>JW</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	11/21/19	AL			Jessica Wakelee	11/22/19	JW	JW	JW										
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<ul style="list-style-type: none"> <li>● Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>● Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																														
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<b>Social Media Platforms Included</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;">Platform</th> <th style="width: 15%;">Ideal number</th> <th style="width: 25%;">In this toolkit</th> </tr> </thead> <tbody> <tr> <td>Facebook</td> <td>5</td> <td>7</td> </tr> <tr> <td>Twitter</td> <td>10</td> <td>18</td> </tr> <tr> <td>Instagram</td> <td>5</td> <td>6</td> </tr> <tr> <td>Hashtags (for Twitter or Instagram)</td> <td>10</td> <td>10</td> </tr> <tr> <td>Video (YouTube)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Print media (e.g. press release)</td> <td>Optional</td> <td></td> </tr> <tr> <td>Other (list): Photos Blog post ideas</td> <td>Optional</td> <td></td> </tr> </tbody> </table>					Platform	Ideal number	In this toolkit	Facebook	5	7	Twitter	10	18	Instagram	5	6	Hashtags (for Twitter or Instagram)	10	10	Video (YouTube)	Optional		Print media (e.g. press release)	Optional		Other (list): Photos Blog post ideas	Optional		
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Facebook 1



Clean up your sleep hygiene.

Is your phone keeping you up at night? With a few tweaks to your tech habits, you can wake up more refreshed and ready to face the day.

Move it.

Charge your device as far away from your bed as possible. Added bonus? The distance may help you feel less overwhelmed in general.

Dim it.

Dim your screen or use a red filter app at night. The bright blue light of most devices can interrupt your circadian rhythm and melatonin production.

Set it.

Alarms aren't just for waking up – set a bedtime alarm to remind you that it's time to wrap it up for the night.

Lock it.

If you've got a scrolling habit you need to kick, try an app-blocking app that makes it impossible to get lost in after-hours emails, social media or gaming.

Block it.

Tell notifications to buzz off if they're waking you up at night. Put your phone on "do not disturb" mode to block it all out when you're trying to sleep.

Website: <https://www.heart.org/en/healthy-living/healthy-lifestyle/sleep/how-to-sleep-better-infographic>

Retrieved on 11/20/19

Source: American Heart Association

# GETTING A GOOD NIGHT'S SLEEP

An ongoing **lack of sleep** or **poor-quality sleep** increases your risk of **health problems** such as cardiovascular disease, high blood pressure, diabetes, depression, and obesity.



They are also linked to **memory problems, forgetfulness, and more falls or accidents.**

Aim for **7-9 hours** of sleep each night.

## HERE ARE SOME TIPS TO HELP:

Go to bed and wake up at the same time every day, even on weekends.



Find ways to relax before bedtime each night.



Avoid distractions such as cell phones, computers, and televisions in your bedroom.



Don't eat large meals, or drink caffeine or alcohol late in the day.



Exercise at regular times each day, but not within 3 hours of your bedtime.



Avoid long naps (over 30 minutes) in the late afternoon or evening.



Visit <https://www.nia.nih.gov/health/good-nights-sleep> for more information about getting a good night's sleep.



Not getting enough sleep can affect all areas of your life and cause health problems. Learn how to develop healthy habits at bedtime as you age to help you get a good night's sleep.

Website:

<https://www.nia.nih.gov/health/infographics/getting-good-nights-sleep>

Retrieved on: 11/20/19

Source: National Institutes of Health/National Institute on Aging

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		<a href="http://sleepeducation.org/images/infographiclibrary/make-time2sleep-graphic-11.png?sfvrsn=2">http://sleepeducation.org/images/infographiclibrary/make-time2sleep-graphic-11.png?sfvrsn=2</a>	Healthy Sleep Duration	11/20/19	Source: American Academy of Sleep Medicine
Facebook 2		<a href="http://sleepeducation.org/healthysleep/infographics/awake-at-the-wheel-drowsy-driving">http://sleepeducation.org/healthysleep/infographics/awake-at-the-wheel-drowsy-driving</a>	Awake at the Wheel	11/20/19	Source: American Academy of Sleep Medicine
Facebook 3		<a href="https://www.trafficsafetymarketing.gov/get-materials/drowsy-driving/drive-awake">https://www.trafficsafetymarketing.gov/get-materials/drowsy-driving/drive-awake</a>	Take a Break	11/20/19	Source: U.S. Department of Transportation/ National Highway Traffic Safety Administration
Facebook 4		<a href="http://sleepeducation.org/healthysleep/infographics/healthy-sleep-duration-poster">http://sleepeducation.org/healthysleep/infographics/healthy-sleep-duration-poster</a>	Healthy Sleep Duration	11/20/19	Source: American Academy of Sleep Medicine
Facebook 5		<a href="http://sleepeducation.org/healthysleep/infographics/little-sleep-big-cost-infographic">http://sleepeducation.org/healthysleep/infographics/little-sleep-big-cost-infographic</a>	Little Sleep, Big Cost	11/20/19	Source: American Academy of Sleep Medicine

## TWEETS

### Twitter best practices

- Keep it short and simple--although messages can be <280 characters now, keep them short anyway!
- Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations
- Post other relevant content from partners or followers
- Use relevant hashtags (maximum of 2 hashtags)

<b>Tweet 1</b>	Healthy sleep promotes peak performance and productivity. <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 2</b>	Most adults need at least 7 hours of sleep nightly for optimal health and productivity. Some people need more sleep to feel well-rested. <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 3</b>	Getting good sleep is important, too. Sleeping 7 hours each night isn't enough: You also need quality sleep. <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 4</b>	It also is important to sleep at the right time. Healthy sleep is part of the daily rhythm of life. Your body sleeps best at night when it is dark. <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 5</b>	Lack of sleep and poor-quality sleep are linked to memory problems, #forgetfulness, and more falls or accidents. Get 6 tips for a better night's sleep: <a href="http://bit.ly/2lOgq0c">http://bit.ly/2lOgq0c</a>
<b>Tweet 6</b>	Getting 7-9 hours of sleep can help you reduce your risk of health problems like cardiovascular disease, diabetes, and depression. Read and share this infographic with 6 tips to help improve your sleep! <a href="http://bit.ly/2lQHUST">http://bit.ly/2lQHUST</a>
<b>Tweet 7</b>	Some habits that can improve your sleep health: be consistent; go to bed at the same time each night and get up at the same time each morning, including on the weekends. <a href="https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html">https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html</a>
<b>Tweet 8</b>	Research has found that insufficient sleep is linked to an increased risk for the development of type 2 diabetes. <a href="https://www.cdc.gov/sleep/about_sleep/chronic_disease.html">https://www.cdc.gov/sleep/about_sleep/chronic_disease.html</a>
<b>Tweet 9</b>	Drowsy Driving Prevention Tip: Know your body's rhythms. Avoid driving when you're not fully alert. Stay #Alert2Drive.
<b>Tweet 10</b>	Drowsy driving crashes occur most frequently between midnight and 6 a.m. or in the late afternoon. Be an alert driver. #Alert2Drive #DrowsyDrivingPrevention <a href="http://bit.ly/2qeFhPF">http://bit.ly/2qeFhPF</a>
<b>Tweet 11</b>	Healthy sleep helps you fight off infection, maintain a healthy weight, and avoid chronic diseases. Without healthy sleep you are more likely to develop heart disease and Type 2 diabetes. <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 12</b>	Try to get 7 or more hours of sleep per night. Set a regular bedtime that is early enough for you to get a full night of sleep <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 13</b>	Avoid common sleep disrupters in the evening. These include alcohol, caffeine, and tobacco. Talk to your doctor if you are taking a medication that disturbs your sleep <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 14</b>	You function best when you keep a regular sleep routine. Try to wake up at the same time every morning, and go to bed when you feel sleepy <a href="http://sleepeducation.org/">http://sleepeducation.org/</a>
<b>Tweet 15</b>	A habit that can improve your sleep health: make sure your bedroom is quiet, dark, relaxing, and at a comfortable temperature <a href="https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html">https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html</a>
<b>Tweet 16</b>	A habit that can improve your sleep health: remove electronic devices, such as TVs, computers, and smart phones, from the bedroom <a href="https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html">https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html</a>
<b>Tweet 17</b>	Habits that can improve your sleep health: avoid large meals, caffeine, and alcohol before bedtime; Get some exercise. Being physically active during the day can help you fall asleep more easily at night. <a href="https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html">https://www.cdc.gov/sleep/about_sleep/sleep_hygiene.html</a>
<b>Tweet 18</b>	Recent research suggests that optimizing sleep duration and quality may be important means of improving blood sugar control in persons with type 2 diabetes. <a href="https://www.cdc.gov/sleep/about_sleep/chronic_disease.html">https://www.cdc.gov/sleep/about_sleep/chronic_disease.html</a>

# INSTAGRAM

## Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

### Instagram 1



Feeling zombieified before you even leave the house? You're not alone - it turns out 1 in 7 Americans don't get the recommended 7-9 hours of sleep each night - and that takes a toll on the body. So we're challenging you to make some little changes in your sleep habits that could make a big difference in your overall health.

#### WEEK 1

**Try This:**  
Add some stress-relieving exercise to each day. Walking counts!



##### Helpful Hints:

- Stress can keep you from getting enough sleep
- Exercise can relieve stress and help you sleep well at night
- So can mindfulness, meditation and deep, diaphragmatic breathing
- 7-9 hours is considered "enough" sleep for most adults

#### WEEK 2

**Try This:**  
Plug your phone and other electronic devices in away from your bed.



##### Helpful Hints:

- Scrolling and staying connected late at night could be sabotaging your sleep cycle
- Choosing to get enough sleep at night over getting more work done could help you be more productive
- Bright, blue screens may inhibit melatonin production - keeping you awake longer

#### WEEK 3

**Try This:**  
Set a bedtime alarm for each person in the family.



##### Helpful Hints:

- Going to bed and waking up at a consistent time can help you sleep better
- To set your ideal time, figure out your ideal wake time and count backwards from there
- A nightly routine with time to wind down could help you stick to your bedtime
- If you're tired everything and still can't sleep well, you may have a sleep disorder - talk to your doctor to find out what to do

#### WEEK 4

**Try This:**  
Start your morning with a healthy habit, like a walk around the block or a moment of gratitude.



##### Helpful Hints:

- Adding a positive activity to your morning routine could make it easier to get up if you're a late sleeper
- Sleeping past your alarm can make you gragger in the morning
- Habit chaining may help establish new habits, like doing a few push-ups right after you brush your teeth

#### WEEK 5

**Try This:**  
Add a 20-minute power nap to your afternoon.



##### Helpful Hints:

- An afternoon nap can help you re-energize and power through the rest of the day
- "Catching up on sleep" is a myth - sleeping in on the weekend may be sabotaging your weekday sleep cycle
- It may take a few weeks to get used to your new sleep cycle, so stick with a consistent bedtime and take naps when you need to

Try these snooze-worthy tips and tricks out, and for more info on improving your health, join the movement at [heart.org/BeWell](https://www.heart.org/BeWell).

### Webpage:

<https://www.heart.org/en/healthy-living/healthy-lifestyle/sleep/snoozefest-sleep-challenge-infographic>

Accessed: 11/20/19

Source: American Heart Association

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Instagram 1		<a href="http://sleepeducation.org/images/infographiclibrary/maketime2sleep-graphic-1.png?sfvrsn=2">http://sleepeducation.org/images/infographiclibrary/maketime2sleep-graphic-1.png?sfvrsn=2</a>	Don't Let Technology Consume You	11/20/19	Source: American Academy of Sleep Medicine
Instagram 2		<a href="http://sleepeducation.org/images/healthy-sleep-awareness-project/se_sleeprechargesyou_5.jpg?sfvrsn=2">http://sleepeducation.org/images/healthy-sleep-awareness-project/se_sleeprechargesyou_5.jpg?sfvrsn=2</a>	Sleep Recharges You	11/20/19	Source: American Academy of Sleep Medicine
Instagram 3		<a href="https://www.cdc.gov/sleep/info/graphics/sleepy-kids.html">https://www.cdc.gov/sleep/info/graphics/sleepy-kids.html</a>		11/20/19	Source: Centers for Disease Control and Prevention
Instagram 4		<a href="https://www.cdc.gov/sleep/info/graphics/sleepy-kids.html">https://www.cdc.gov/sleep/info/graphics/sleepy-kids.html</a>		11/20/19	Source: Centers for Disease Control and Prevention
Instagram 5		<a href="https://health.clevelandclinic.org/help-your-child-develop-healthy-sleep-habits-for-life-infographic/">https://health.clevelandclinic.org/help-your-child-develop-healthy-sleep-habits-for-life-infographic/</a>		11/20/19	Source: Cleveland Clinic

## RELEVANT HASHTAGS

	Hashtag
Hashtag 1	#MakeTime2Sleep
Hashtag 2	#Insomnia
Hashtag 3	#Sleep
Hashtag 4	#SleepTime
Hashtag 5	#Sleepy
Hashtag 6	#Tired
Hashtag 7	#SleepApnea
Hashtag 8	#HealthySleep
Hashtag 9	#GoodSleep
Hashtag 10	#DeepSleep