

## Join the Movement in Birmingham

January 2021

What is Join the Movement?

[Join the Movement](#) is a National Lottery-funded campaign from Sport England helping everyone throughout the UK to find ways to get active as we deal with coronavirus restrictions.

Why Join the Movement?

- Physical activity delivers immediate mental health and social benefits and has a long-term positive impact on our physical health.
- We know people are concerned and anxious right now, but we also know that being active can be a genuine antidote.
- Focusing on the things we can do, rather than the things we can't, will help us all get through the next few weeks. We did it earlier in the year and we can do it again, despite the colder weather.
- We passionately believe people should continue to be active - whether that's working out at home with some of the great free tools available online, or outside in a safe way.

It's all about *simple, fun and free ways to get active, both indoors and outdoors*, that the public can enjoy safely.

Join the Movement in Birmingham

Sport Birmingham are calling upon the city's activity providers, clubs and community organisations to get involved in Join the Movement.

Why should you get involved?

There is so much great work going on across Birmingham as activity providers, clubs and community organisations continue to support our communities to get and stay active. We want to use Join the Movement in Birmingham to:

- Shout about what you're doing to support our communities.
- Help and motivate our communities find ways to get and stay active.

## How can you get involved?

The task is simply to share what you're doing during the coronavirus restrictions. You could:

- Share a 30-60 second video of yourself, club, organisation or one of your participants talking about and doing some physical activity or sport.
- Share an image of yourself or one of your participants doing some physical activity or sport.
- Share a quote from yourself or one of your participants about how physical activity or sport helps you/them, or how it makes you/them feel.
- Write up a short paragraph or case study highlighting what you're doing and how others can get involved.

See content guidance in appendix for film/photo and case study guidance.

Send to [info@sportbirmingham.org](mailto:info@sportbirmingham.org) or Tag us on social media @sportbirmingham. We will like/share/promote your work.

## How will this content be used?

Content will be promoted across our website and social media channels. Case studies will be showcased in our fortnightly newsletters – [subscribe here](#)

Video clips will be compiled into a short film, which will be showcased across our channels and partners. The film will be launched at the start of February 2021.

## What are the timescale?

This is an ongoing campaign through the up coming months, so keep sharing or sending us your content.

## Social Media Assets

To help inspire and motivate the people in our communities to continue to move, we have created social media assets to share across social media channels. Use the hashtag #BhamJTM and tag us in your posts.

[Click Here](#) to download ready-made images for Facebook

[Click Here](#) to download ready-made images for Instagram

[Click Here](#) to download ready-made images for Twitter

[Click Here](#) to download ready-made Press Releases

Here are some suggested social media posts:

- Join the Movement with [@SportBirmingham!](#) [#BhamJTM](#) Whether you are cycling to work, walking to the shops, dancing in your room or doing an online workout you are working towards moving. Click here on how to get involved with the campaign: <http://bit.ly/2YdZZgq>
- Support Birmingham to get active! [#BhamJTM](#) Whether you are cycling to work, walking to the shops, dancing in your room or doing an online workout you are working towards moving. Click here on how to get involved with the campaign: <http://bit.ly/2YdZZgq>
- Showcase the work you are doing across Birmingham! Share a 30-60 second video of yourself, club, organisation or one of your participants talking about & doing some physical activity or sport. Click here to read the toolkit: <https://bit.ly/3ntPJf6> [@SportBirmingham](#) [#BhamJTM](#)
- Showcase the work you are doing across Birmingham! Share an image of yourself or one of your participants doing some physical activity or sport. Tag [@SportBirmingham](#) Click here to read the toolkit: <https://bit.ly/3ntPJf6> [#BhamJTM](#)
- Showcase the work you are doing across Birmingham!  
Write up a short paragraph or case study highlighting what you're doing and how others can get involved. Tag [@SportBirmingham](#) Click here to read the toolkit: <https://bit.ly/3ntPJf6> [#BhamJTM](#)

How to share content with us

Email [info@sportbirmingham.org](mailto:info@sportbirmingham.org)  
Tag us on social media [Twitter](#) | [Facebook](#) | [Instagram](#)  
[#JoinTheMovement](#) | [#BhamJTM](#)

Please send questions to [info@sportbirmingham.org](mailto:info@sportbirmingham.org)

## Appendix – Content tips

### Film / Photos

Films and/or photos can be taken on your smartphone or a camera, in portrait or landscape format. The film/photo should be of high quality.

#### Video Structure:

At the start of the video, start with the person(s) introducing themselves with name, organisation and the area of Birmingham that they're from. The subject doesn't need to be in gym wear – just anything that is comfortable for them.

Then to cut to the person(s) doing their chosen activity. Please see Sport England's video for the kind of imagery that we're look for: [Click here to watch.](#)

Your clip will be edited into a short film clip, shown across our channels across Birmingham and be placed on Sport Birmingham's website. Feel free to send through multiple clips!

#### Photo Structure:

Photos can be full body or close-up shots of the person(s) participating in sport or physical activity.

Please see below examples of photos taken on their phones:



### Case Study

A short case study can be a way to promote and showcase what you, or your club, hub or organisation are doing in the city.

Please answer the below and send it to [info@sportbirmingham.org](mailto:info@sportbirmingham.org)

#### Organisation

- Name
- Contact details (phone or email)
- Organisation / type of organisation
- Job Role
- What area of Birmingham do you work in?
- What are you doing to support people in Birmingham get and stay active during this period?
- Coronavirus has had a huge impact on many aspects of our lives. What impact has coronavirus had on your work? How have you adapted and continued doing what you do?

#### Participant

- Name
- Contact details (phone or email)
- What area of Birmingham are you from?
- What motivated you to get or stay active during the pandemic?
- Coronavirus has had a huge impact on many aspects of our lives. What impact has coronavirus had on you personally? How has physical activity and sport helped you?

A colleague from the insight / marketing team may contact you to check content or explore further.

[Click here](#) for more social media best practice and tips.

Please ensure that you seek consent for sharing any content that you gather with partners for the purpose of promotion.