Below is suggested social media copy (image options attached) to help you promote this month’s health and wellness topic – Gratitude – among your members. Feel free to share on your internal communication platforms and via your own LinkedIn accounts, as appropriate.

   

 [Image 1](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/be-kind-social-post-nov.jpg?appId=aemshell) [Image 2](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/start-with-thanks-social-post-nov.jpg?appId=aemshell) [Image 3](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/stay-grounded-self-care-social-post-nov.jpg?appId=aemshell) [Image 4](https://www.optum.com/content/dam/o4-dam/images/consumers/health-solutions/make-someone-smile-social-post-nov.jpg?appId=aemshell)

* November 13 is World Kindness Day. Learn the many benefits of kindness for yourself and others in this month’s toolkit. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #WorldKindnessDay #SpreadKindness
* Take the gratitude challenge: 30 ways to be kind to yourself for 30 days! [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #WorldKindnessDay #SpreadKindness
* Learn why processing your emotions is crucial for your mental wellbeing – and how to check in with yourself and perform self-care to stay on top of your feelings. [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) #employeehealth #wellbeing #WorldKindnessDay #SpreadKindness
* Here’s a kind way to brighten someone’s day! . #employeehealth [optumwellbeing.com/newthismonth/en-US](https://www.optumwellbeing.com/newthismonth/en-US) # #wellbeing #WorldKindnessDay #SpreadKindness

**How to post on LinkedIn:**

1. Open your LinkedIn account
2. Select your preferred text (including link) from above, copy + paste
3. Choose your preferred image and add to your post (save image to your drive, select “add photo” prior to step 4)
4. Click “post”