




Life Updates social posts



February 2019

Twitter



Date	Audience focus / post type	Passion Point	Copy	Image
Day before peak - 26/02/19				
Tues 26 Feb 10am	At risk majority/ young and risky	Introductory tweet	We all have such long to-do lists these days... look out for @cyberawaregov's new campaign #LifeUpdates launching tomorrow! Have you ever considered how putting off simple tasks might impact your cyber security? #CyberSecurity	 https://images.pexels.com/photos/1153212/pexels-photo-1153212.jpeg?auto=compress&cs=tinysrgb&h=650&w=940


<p>Tues 26 Feb 4pm</p>	<p>At risk majority/young and risky</p>	<p>Partner poll</p>	<p>Are you guilty of putting off #LifeUpdates? Tomorrow @AngliaRuskin and @cyberawaregov will be sharing new research on the benefits of getting on with our to-do lists and how it can improve your #CyberSecurity!</p>	 <p>https://images.pexels.com/photos/1068523/pexels-photo-1068523.jpeg?auto=compress&cs=tinysrgb&dpr=1&w=500</p>
<p>Day of peak</p>	<p>- 27/02/19</p>			
<p>Wed 27 Feb 9 am</p>	<p>At risk majority/young and risky</p>	<p>Poll results</p>	<p>Today @AngliaRuskin and @cyberawaregov's new stats reveal that 67% of us feel better for cracking on with our to-do lists. Pep yourself up and tick off a simple #LifeUpdate now by installing the latest software and app updates to protect your devices from viruses and hackers</p>	 <p>https://www.pexels.com/photo/computer-desk-hand-laptop-374631/</p>
<p>Wed 27 Feb 12 pm</p>	<p>Young and risky</p>	<p>Influencer post</p>	<p>Need some help staying on top of your #LifeUpdates? Watch @SkintDad's new video explaining the potential financial consequences of procrastinating simple tasks -</p>	<p>[upload video natively to channel]</p>

			why not start by installing the latest software and app updates on your devices? @cyberawaregov	
Wed 27 Feb 1 pm	Young and risky	Influencer post	Need some tips to make your week run smoother? @Tigerlillyquinn shares her #LifeUpdates advice with some great money saving tips. Tick a task off your to-do list now & install the latest software & app updates on your devices @cyberawaregov	[upload video natively to channel]
Wed 27 Feb 4 pm	At risk majority/ young and risky	Passion points poll	What #LifeUpdates are you guilty of putting off? Don't delay these simple tasks! Save yourself time, stress - and potentially money - by always installing the latest software and app updates as soon as they become available @cyberawaregov @AngliaRuskin <ul style="list-style-type: none"> • Switching bank providers • Dentist check ups • Installing software/app updates • Doing the washing up 	No images with polls
Days after peak				
Thurs 28 Feb 9 am	Young and risky	I really enjoy cooking/ I enjoy entertaining people at home	Got #LifeUpdates which keep falling down your to-do list? @AngliaRuskin's new research with@cyberawaregov shows 67% of us feel better for just getting on with them. Don't delay your #LifeUpdates - install the latest software and app updates as soon as they become available	https://www.pexels.com/photo/notebook-1226398/

				
Thurs 28 Feb 12 pm	Young and risky	Influencer post	Have you seen @SkintDad's new #LifeUpdates video? In it he explains how to save yourself money by keeping up to date with simple tasks every month. Why not start with installing the latest software and app updates on your devices? @cyberawaregov	[upload video natively to channel]
Thurs 28 Feb 2 pm	Young and risky	Influencer post	It's nearly the weekend - how many #LifeUpdates are on your to-do list this week? Doing your life admin can save you money and help keep you secure online - read @Tigerlillyquinn's top tips for completing those tasks @cyberawaregov [Insert blog link]	[Insert image from video when ready]
Fri 1 March 12 pm	At risk majority/ young and risky	Poll results	Heard that annoying beep in the hallway for a few days now? We're not surprised, @AngliaRuskin's and @cyberawaregov's research shows 25% of us put off changing the batteries in the fire alarm! Don't delay on other important #LifeUpdates: install the latest software and app updates	 https://images.pexels.com/photos/1413653/pexels-photo-1413653/pexels-photo-1413653.jpeg

				1413653.jpeg?auto=compress&cs=tinysrgb&dpr=2&h=650&w=940
Fri 1 March 4 pm	At risk majority/ young and risky	Influencer post	Watch @SkintDad explain why even with our busy lives, it's important to keep up with your #LifeUpdates! Don't leave cyber security updates for another time - install the latest software and app updates as soon as they become available to help stay secure online. @cyberawaregov	[upload video natively to channel]
Week after peak				
Mon 4 March 9 am	At risk majority/ young and risky	Influencer post	A new month - a new list of tasks to be completed! Need some tips? Watch @Tigerlillyquinn's new video to learn top 5 life admin tips to help you keep on top of your #LifeUpdates - like installing the latest software and app updates as soon as they become available @cyberawaregov	[upload video natively to channel]

<p>Mon 4 March 12 pm</p>	<p>At risk majority</p>	<p>I really enjoy cooking/ I enjoy entertaining people at home</p>	<p>Keep meaning to change service providers? You're not alone - new research from @AngliaRuskin and @cyberawaregov show 48% of us put this off. Get those #LifeUpdates done asap - start by installing the latest software and app updates to protect your devices from viruses and hacks!</p>	 <p>https://unsplash.com/photos/vhi_LM334sM</p>
<p>Tues 5 March 9 am</p>	<p>At risk majority/ young and risky</p>		<p>It's hard to stop procrastinating, but @AngliaRuskin's new research with @cyberawaregov reveals that 67% of us feel more positive when we get on with our to-do list. Complete a simple #LifeUpdates today - install the latest software and app updates on all of your devices</p>	 <p>https://unsplash.com/photos/hRZDd1ekhrA</p>

<p>Tues 5 March 12 pm</p>	<p>At risk majority/ young and risky</p>	<p>Poll results</p>	<p>@AngliaRuskin's new research with @cyberawaregov reveals that the public really are top procrastinators - 58% of us put things off for as long as possible!</p> <p>Don't delay doing those #LifeUpdates which could help keep you secure online - install the latest software and app updates</p>	 <p>https://images.pexels.com/photos/1902319/pexels-photo-1902319.jpeg?auto=compress&cs=tinysrgb&h=650&w=940</p>
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