



# Gasol Foundation USA

## Social Media Toolkit





A grayscale photograph of two young girls standing side-by-side. They are both wearing dark t-shirts with the Gasol Foundation logo. The girl on the left is smiling and looking towards the camera, while the girl on the right is looking down at her hands. The background is a plain, light-colored wall.

## OUR MISSION

Gasol Foundation USA is on a mission to eradicate childhood obesity through research, holistic, data-driven programming and to illuminate the obesity crisis as the greatest opportunity to invest in the health of our future.

A grayscale photograph of two young girls standing side-by-side. They are both wearing dark t-shirts with the Gasol Foundation logo. The girl on the left is smiling and looking towards the camera, while the girl on the right is looking down at her hands. The background is a plain, light-colored wall.

## THE CHILDHOOD OBESITY PANDEMIC

Obesity rates are rising across the globe, affecting countries rich and poor, and leaving no one immune to the risk of growing up at an unhealthy weight. According to the World Obesity Federation, the number of children living with obesity worldwide is expected to grow from an estimated 158 million to over 250 million in the next 10 years.

In the U.S. alone, obesity rates have tripled over the past three decades, and today 1 in 5 school-aged youth are considered obese.



# GASOL FOUNDATION CHILDHOOD OBESITY EFFORTS

Gasol Foundation focuses our efforts in the most underserved communities where children and their families are empowered with the healthy habits, community support, and global innovation required to eradicate childhood obesity.

Through research we've determined four main determinants of childhood obesity:

1. Physical Activity and Sports
2. Healthy Eating
3. Sleep
4. Emotional Well-being







# #ZEROCHILDHOODOBESITY

We work so our #ZeroChildhoodObesity vision can become a reality. We hope to accomplish this through our Zero Childhood Obesity prevention strategies.

By tackling the complex issue of childhood obesity, we are not only building a world where all children enter adulthood physically and mentally equipped to thrive, but providing them with the tools necessary to enter adulthood physically and mentally equipped to live healthy, productive, and successful lives.



# PURPOSE OF THIS TOOLKIT

The purpose of this social media toolkit is to introduce organizations, advocates, and ambassadors to the Gasol Foundation USA's mission and to help drive engagement, action, and exposure among supporters via social media platforms.

Let's work together to empower children and their families to live healthier lives.



# FOLLOW US!



**@GasolFoundationUSA**



**@GasolFndnUSA**



**Gasol Foundation USA**



**@gasolfoundationUSA**



**Gasol Foundation USA**



**@gasolfoundationusa**





# **GASOL FOUNDATION SOCIAL MEDIA GUIDELINES**

**Please keep the following in mind...**

**1**

**While Gasol Foundation will lead the promotion of the campaign content, you are strongly encouraged to share content (post, share, retweet, and repost) on your organization's platforms and/or on personal profiles if applicable.**

**2**

**If you choose to create your own posts (language or emojis), please be sure that each post includes a visual element of some kind that incorporates Gasol Foundation's brand (photo, video, infographic, or other image).**

**3**

**Additional materials and sample posts have been provided below. Use the hashtags (page 9) as a guide. The most important hashtags **#Gasol Foundation** and **#ZeroChildhoodObesity****



# **GASOL FOUNDATION**

## **SAMPLE SOCIAL MEDIA MESSAGES**



**Did you know in the U.S. alone, 1 in 5 school-aged youth are considered obese? Follow @GasolFoundation to learn about the amazing work they are doing to fight against the childhood obesity pandemic!**  
**<https://www.gasolfoundation.org/>**



**I stand with @GasolFoundation in their fight to eradicate childhood obesity! Help them continue providing life changing programs for children and families by donating today!**  
**<https://donate.gasolfoundation.org/>**



**Let's make a difference when it comes to children's health! Follow the @gasolfoundation and learn how they empower children and families through healthy habits!**





# GASOL FOUNDATION HASHTAGS

[#GasolFoundationUSA](#)

[#ZeroChildhoodObesity](#)

[#MakeItHealthyMakeItFun](#)

[#HealthyHabits](#)

[#HealthyChildren](#)



# **PUBLISHING SCHEDULE FOR GASOL FOUNDATION EVENTS**

## **1 WEEK**

**Post on all  
platforms one (1)  
week prior to event**

## **DAY-OF**

**Post on all  
platforms the day  
of an event**

## **DAY AFTER**

**Post on all  
platforms the day  
after the event**



# Gasol Foundation

## Sample Newsletter

The Gasol Foundation was founded in 2013 by NBA Champion brothers Pau and Marc Gasol. Recognizing that childhood obesity is currently one of the greatest challenges threatening children's health, Pau and Marc vowed to leverage their platforms, relationships and resources in order to combat this pandemic.

Today, the Gasol Foundation is actively working throughout Spain and the United States to eradicate childhood obesity and illuminate the obesity crisis as the greatest opportunity to invest in the health of our future. Gasol Foundation employs a holistic, multi-sectoral and coordinated approach across three key focus areas: Research, Programmatic Work and Advocacy.

The foundation focuses its efforts on Zero Childhood Obesity prevention strategies, providing the next generation with the tools necessary to enter adulthood physically and mentally equipped to live healthy, productive, and successful lives. Gasol Foundation is building a world where children and their families, particularly those in underserved communities, are empowered with the healthy habits, community support and global innovation required to eliminate childhood obesity, while also indirectly addressing some of the largest societal, economic and health issues of our time.

We invite you to subscribe to the Gasol Foundation Newsletter today to stay up to date on program updates, events, and research.

If you would like to make a donation, please visit <https://donate.gasolfoundation.org/>. For any questions, contact [info@gasolfoundation.org](mailto:info@gasolfoundation.org).





# THANK YOU!

We appreciate your support!

For any questions please visit our  
[website](http://www.gasolfoundation.org), email us at  
[info@gasolfoundation.org](mailto:info@gasolfoundation.org), or call us  
directly at 1 (213) 493-8102.

We look forward to hearing from you!

