



Prelaunch Social Media Content

Images for social media content are available on the Client Resource Center for each Teaser campaign: 325x183. This content is suitable for social media, messaging platforms (Yammer, Teams, Slack, WhatsApp etc.), company intranet, newsletters and more. Be sure to include the call-to-action to look for an email from Virgin Pulse (or your custom “from” email address) to sign up. Adjust these messages to fit your custom program design using your wellbeing program name.

Build excitement

**Get excited for your new wellbeing program!
[Virgin Pulse] is coming on [date]**

Virgin Pulse will help you make small, everyday changes for your wellbeing and focus on the areas you want to improve the most. Customize your profile to build healthy habits, have fun with coworkers and experience the lifelong rewards of better health and wellbeing. Plus, you can earn up to [xx] in rewards!

Look for an email from [Virgin Pulse] on [date] to sign up.

Are you ready for your new wellbeing program?

Imagine the benefits if you carved out time every day to focus on your personal wellbeing goals. This engaging, highly personalized program makes it easy to do just that—and it’s exactly what we want you to do. What’s more? We’ll reward you for it.

Look for an email from [Virgin Pulse] on [date] to sign up.

Build excitement – continued

Your new wellbeing program is almost here!

Complete healthy activities to earn rewards, then redeem your rewards for gift cards, or spread some happiness by donating to any number of charitable causes.

Look for an email from [Virgin Pulse] on [date] to sign up.

Day before launch

Your new wellbeing program will be here tomorrow!

Get ready to personalize your experience and get suggestions on where to start your wellbeing journey.

Look for an email from [Virgin Pulse] to sign up.

(You may want to add an image of the email that they should be looking for)

Day of launch

Have you signed up for [Virgin Pulse] yet?

Here are a few ways you can join:

1. Look for an email from [Virgin Pulse]: Click the Join Now link
2. Go to join.virginpulse.com/xxxx: Follow the prompts to enroll
3. Download the Virgin Pulse app and enter xxx as your sponsor
4. [You'll need your [Employee ID] to enroll – find it on your [pay statement/ID badge]

Promote spouse participation

Your new wellbeing program is on its way!

Your medically enrolled [spouse or domestic partner/spouse] can join Virgin Pulse, too! They'll have access to Virgin Pulse tools and resources—and they'll earn [rewards] right along with you!

Look for an email from [Virgin Pulse] to sign up.

Promote health coaching

Want to work with a health coach?

Now you can! With Virgin Pulse, you can partner with professional health and wellbeing coaches to help you focus on health topics that are important to you right now. Plus, it's free!

Look for an email from [Virgin Pulse] on [date] to sign up.