[](https://livelighter.com.au/Health-Professionals/Menu-app-social-media-assets)

**LiveLighter® *Menu App* campaign: Social Media Toolkit**

**Campaign background**

In early 2019, around a third (35%) of Western Australians were using meal delivery services. By the end of 2020, this had risen sharply to just over half (51%) of Western Australians (Roy Morgan, 2021). The proliferation of meal delivery apps has made unhealthy food and drink more available, more accessible and more heavily promoted than ever before. LiveLighter®’s new *Menu App* campaign shows common situations in which people consider ordering junk food using a meal delivery app. As they scroll through the menu on their phone the true cost of eating too much junk food is gradually revealed, and the ads conclude with them deciding to prepare a simple, healthy meal at home instead.

*Menu App* links the regular consumption of junk food to the development of excess body fat, and highlights the increased risk of cancer associated with being above a healthy weight. **“Don’t treat junk food as everyday food”** is the campaign’s call to action.

This will be LiveLighter®’s first WA-made TV-led campaign since *Junk Food* in 2016. It includes three different TV executions, two of which are being released in this wave. The campaign will launch in Western Australia on Thursday 18th March 2021 and runs until Saturday 15th May 2021.

**Social media assets**

We are encouraging all stakeholders to support the launch of the new campaign by sharing our social media content through their channels.

When sharing campaign content, please tag LiveLighter® with the relevant handles (see below), and share with the hashtags #LiveLighter and #MenuApp.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | [@LiveLighterCampaign](https://www.facebook.com/LiveLighterCampaign/) |  | [@Live\_Lighter](https://twitter.com/Live_Lighter) |  | [@livelightercampaign](https://vm.tiktok.com/ZS4xj7v4/) |
|  | [@livelightercampaign](https://www.instagram.com/livelightercampaign/) |  | [@LiveLighterCampaign](https://www.pinterest.com.au/livelightercampaign/) |  |  |

Alternatively, you can share any of our posts from LiveLighter®’s Facebook, Twitter and Instagram accounts. To repost original content via Instagram, you can [download an app called ‘Repost’.](http://repostapp.com/)

**Campaign social media assets**

**All digital tiles, blurbs and banners can be downloaded via this link:**

<https://livelighter.com.au/Health-Professionals/Menu-app-social-media-assets>

**Other campaign links**

**Main campaign page:**

<https://livelighter.com.au/The-Facts/About-Junk-Food>

**Current campaign page (information for health professionals):**

<https://livelighter.com.au/Health-Professionals/Current-Campaign>

**Stakeholder toolkit:**

<https://livelighter.com.au/assets/health-professionals/toolkit/stakeholder-toolkit-livelighter-menu-app.pdf>

**Campaign Key Messages**

* The regular consumption of junk foods can lead to excess body fat.
* Being above a healthy weight (and having more fat around your middle) is linked to an increased risk of 13 different types of cancers.
* Junk foods are unhealthy foods and drinks which are high in sugar, salt and/or saturated and trans fats. They are typically highly processed and contain only limited nutritional value.
* One action you can take to prevent weight gain is to limit junk food consumption. Don’t treat junk food as everyday food.
* A healthy diet and regular exercise can help lower cancer risk by reducing excess weight gain; these behaviours can also decrease the risk of certain cancers regardless of your current weight.
* It’s easy to make quick, tasty and nutritious meals at home that don’t cost a lot and require minimal planning.

If you have any questions about our social media content or campaign materials, please contact the LiveLighter® social media manager Jasmine Teo:

**Jasmine Teo  | Project Officer – LiveLighter**®

**Telephone:** 08 6389 7846

**Email:** [jasmine.teo@cancerwa.asn.au](mailto:jasmine.teo@cancerwa.asn.au)

**LiveLighter® *Menu App* social media content**

Social media tiles and blurbs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Social tiles and links**  [Click here](https://livelighter.com.au/Health-Professionals/Menu-app-social-media-assets) to download all social media assets. | **Facebook copy**  Copy and paste the blurb directly into a Facebook post.  \*Remember to “tag” the @LiveLighterCampaign in your post\* | **Instagram copy**  Copy and paste the blurb directly into an Instagram post.  Links don’t work in Instagram posts, so add the link into your bio. Let your followers know by saying something like *“To find out more, click the link in our bio”.* | **Instagram hashtags**  Best practice is to post your hashtags as the first comment on your post.  Aim to use a minimum of 15 #hashtags to achieve maximum reach | **Twitter copy**  Copy and paste the blurb directly into your Twitter post.  There’s a maximum of 280 characters (including spaces) |
| ***Menu App***  **campaign launch tile**    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/burger-on-phone-1080-x-1080.jpg) to download the image  \*Choose from either our still or animated versions of this tile | What’s really on the menu? 🤔🍟🍕🍔  @LiveLighterCampaign has launched its new campaign, which encourages people to reduce their intake of junk food. The campaign aims to raise awareness of the link between junk food, being above a healthy weight and an increased risk of 13 different cancers.  To watch the new ads and find out more visit: <https://bit.ly/3qcxtYg> #MenuApp #JunkFood | What’s really on the menu? 🤔🍟🍕🍔  LiveLighter has launched its new campaign, which encourages people to reduce their intake of junk food. The campaign aims to raise awareness of the link between junk food, being above a healthy weight and an increased risk of 13 different cancers.  To watch @livelightercampaign’s new ads and find out more, click the link in our bio. #MenuApp #Junkfood  **Add this link to your bio:**  <https://livelighter.com.au/The-Facts/About-Junk-Food> | #LiveLighter #LiveLighterCampaign  #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | @Live\_Lighter has launched a new campaign which encourages people to reduce their intake of junk food. The campaign aims to raise awareness of the link between junk food, being above a healthy weight & an increased risk of 13 cancers. <https://bit.ly/3qcxtYg>  \*Tag @Live\_Lighter in the photo\* |
| **Tile** | **Facebook copy** | **Instagram copy** | **Instagram Hashtags** | **Twitter copy** |
| **LiveLighter *Menu App* campaign (Couple 30s) - YouTube**    Video link:  <https://bit.ly/37Ekatf>    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/couple-1080-x-1080.jpg) to download the image  \*Use the above (still) image for Instagram. | Don’t treat junk food as everyday food. 🤔🍔📲  Eating junk food regularly can lead to excess body fat, which increases the risk of 13 different types of cancer.  One way to keep your body running smoothly is to swap junk food for more nourishing options.  Watch @LiveLighterCampaign’s new campaign video here: <https://bit.ly/37Ekatf> #MenuApp #Junkfood | Don’t treat junk food as everyday food. 🤔🍔📲  Eating junk food regularly can lead to excess body fat, which increases the risk of 13 different types of cancer.  One way to keep your body running smoothly is to swap junk food for more nourishing options.  To watch @livelightercampaign’s new campaign video, click the link in our bio. #MenuApp #Junkfood  **Add link to your bio:**  <https://www.youtube.com/watch?v=WHKzOEQtx_Y> | #LiveLighter #LiveLighterCampaign #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | Don’t treat junk food as everyday food. Eating junk food regularly can lead to excess body fat, which increases your risk of 13 different cancers.  One way to keep your body running smoothly is to swap junk food for more nourishing options.  <https://bit.ly/37Ekatf>  @Live\_Lighter |
| **Tile** | **Facebook copy** | **Instagram copy** | **Instagram Hashtags** | **Twitter copy** |
| **LiveLighter *Menu App* campaign (Mother 30s) - YouTube**      Video link:  <https://bit.ly/2NUPAEk>    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/mother-1080-x-1080.jpg) to download the image  \*Use the above (still) image for Instagram. | What’s really on the menu? 🤔🍕🥤  Junk foods are loaded with sugar, salt, saturated and trans fat and are low in fruit, vegetables, fibre and wholegrains.  Eating junk foods regularly can make you put on weight. This puts you at risk of 13 types of cancer and health conditions like heart disease, type 2 diabetes and fatty liver disease.  To #LiveLighter and reduce your cancer risk, don’t treat junk food as everyday food.  Find out the facts about junk food here: <https://bit.ly/3qcxtYg>, or to watch the new campaign video visit: <https://bit.ly/2NUPAEk>  #MenuApp #Junkfood @LiveLighterCampaign | What’s really on the menu? 🤔🍕🥤  Junk foods are loaded with sugar, salt, saturated and trans fat and are low in fruit, vegetables, fibre and wholegrains.  Eating junk foods regularly can make you put on weight. This puts you at risk of 13 types of cancer and health conditions like heart disease, type 2 diabetes and fatty liver disease.  To #LiveLighter and reduce your cancer risk, don’t treat junk food as everyday food.  To watch @livelightercampaign’s new campaign video and find out more, click the link in our bio. #MenuApp #Junkfood  **Add link to your bio:**  <https://www.youtube.com/watch?v=DOlMlsTQkmo> | #LiveLighter #LiveLighterCampaign #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | Eating junk foods regularly can make you put on weight. This puts you at risk of 13 different types of cancer, health conditions like heart disease, type 2 diabetes, and fatty liver disease. Reduce your cancer risk. Don’t treat junk food as everyday food. https://bit.ly/3qcxtYg  \*Tag @Live\_Lighter in the photo\* |
| **Tile** | **Facebook copy** | **Instagram copy** | **Instagram Hashtags** | **Twitter copy** |
| **Campaign tile 1**    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/pizza-on-phone-1080-x-1080.jpg) to download the image  \*Choose from either our still or animated versions of this tile | What’s really on the menu? 🤔📲🍕  Meal delivery apps have made unhealthy food and drinks more accessible than ever before.  Eating junk food regularly can make you put on weight. This puts you at risk of 13 types of cancer. Don’t treat junk food as everyday food.  Save money and feel good by making healthier versions of your takeaway favourites at home.  To find out the facts about junk food, visit: <https://bit.ly/3qcxtYg> #MenuApp #Junkfood @LiveLighterCampaign | What’s really on the menu? 🤔📲🍕  Meal delivery apps have made unhealthy food and drinks more accessible than ever before.  Eating junk food regularly can make you put on weight. This puts you at risk of 13 types of cancer. Don’t treat junk food as everyday food.  Save money and feel good by making healthier versions of your takeaway favourites at home.  To find out the facts about junk food, click the link in our bio. @livelightercampaign  #MenuApp #Junkfood  **Add link to your bio:**  <https://livelighter.com.au/The-Facts/About-Junk-Food> | #LiveLighter #LiveLighterCampaign #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | Meal delivery apps have made unhealthy food and drinks more accessible than ever before.  Save money and feel good by making healthier versions of your takeaway favourites at home. https://bit.ly/3qcxtYg  @Live\_Lighter |
| **Tile** | **Facebook copy** | **Instagram copy** | **Instagram Hashtags** | **Twitter copy** |
| **Campaign tile 2**    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/couple-1080-x-1080.jpg) to download the image | What’s really on the menu? 😮📲🍔  Alarmingly, Australian adults are getting more than a third of their daily energy from junk food.  Eating too many junk foods is linked to excess weight gain, which increases the risk of 13 types of cancer.  Don’t treat junk food as everyday food. Reduce the junk, reduce your risk.  Watch @LiveLighterCampaign’s new campaign video here: <https://bit.ly/37Ekatf>  #MenuApp #Junkfood | What’s really on the menu? 😮📲🍔  Alarmingly, Australian adults are getting more than a third of their daily energy from junk food.  Eating too many junk foods is linked to excess weight gain, which increases the risk of 13 types of cancer.  Don’t treat junk food as everyday food. Reduce the junk, reduce your risk.  To watch @livelightercampaign’s new campaign video, click the link in our bio. #MenuApp #Junkfood  **Add link to your bio:**  <https://www.youtube.com/watch?v=WHKzOEQtx_Y> | #LiveLighter #LiveLighterCampaign #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | Australian adults get more than a third of their daily energy from junk food.  Eating too much junk food is linked to excess weight gain, which increases the risk of 13 types of cancer.  Reduce the junk, reduce your risk  Find out more: <https://bit.ly/37Ekatf>  @Live\_Lighter |
| **Tile** | **Facebook copy** | **Instagram copy** | **Instagram Hashtags** | **Twitter copy** |
| **Campaign tile 3**    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/mother-1080-x-1080.jpg) to download the image | Takeaway used to be an occasional treat but these days, Australians are eating it more and more often. 🍔🍟🍕📈  These foods cost top dollar, but are often loaded with cheap ingredients like sugar, salt and saturated and trans fats. They also tend to come in much bigger servings than we need.  Eating fast food regularly can make you put on weight. This puts you at risk of 13 different types of cancer and health conditions like heart disease and type 2 diabetes.  For quick, easy and tasty versions of your fast food favourites that you can make at home check out @LiveLighterCampaign’s new campaign: <https://bit.ly/3qcxtYg>  #MenuApp | Takeaway used to be an occasional treat but these days, Australians are eating it more and more often. 🍔🍟🍕📈  These foods cost top dollar, but are often loaded with cheap ingredients like sugar, salt and saturated and trans fats. They also tend to come in much bigger servings than we need.  Eating fast food regularly can make you put on weight. This puts you at risk of 13 different types of cancer and health conditions like heart disease and type 2 diabetes.  For quick, easy and tasty versions of your fast food favourites that you can make at home check out @livelightercampaign’s new campaign, by clicking the link in our bio. #MenuApp  **Add link to your bio:**  <https://livelighter.com.au/The-Facts/About-Junk-Food> | #LiveLighter #LiveLighterCampaign #MenuApp #DeliveryApp #FoodDelivery #MealDelivery #DinnerDelivery #PizzaDelivery #WhatsReallyOnTheMenu #OnTheMenu #Menu #App #New #NewCampaign #13Cancers #JunkFood #DontTreatJunkFoodAsEverydayFood #ReduceTheJunk #ReduceYourRisk #HealthyAlternatives #Health #Healthy #Nutrition #linkinbio | Takeaway foods may cost top dollar, but are often loaded with cheap ingredients like sugar, salt and saturated and trans fats.  For quick, easy and tasty versions of your fast food favourites that you can make at home check out @Live\_Lighter’s new campaign: <https://bit.ly/3qcxtYg>  \*Tag @Live\_Lighter in the photo\* |
| **Social media banners**  *Promote our Menu App campaign by adding our campaign banners to your page* | | | | |
| ***Menu App* Facebook banner** (as seen on the LiveLighter® Facebook page)  <https://www.facebook.com/LiveLighterCampaign>    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/facebook-banner-828-x-315-couple.jpeg) to download the image | | | | |
| ***Menu App* Twitter banner** (as seen on the LiveLighter® Twitter page)  <https://twitter.com/Live_Lighter>    [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/twitter-banner-1500x500-couple.jpeg) to download the image | | | | |
| **Newsletter inserts** | | | | |
| [Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/newsletter-image-couple.jpeg) to download the image[Click here](https://livelighter.com.au/assets/health-professionals/toolkit/menu-app-social-assets/newsletter-image-mother.jpeg) to download the image    **What’s really on the menu?**  LiveLighter has launched its new campaign, which encourages people to find alternatives to junk food. It’s also raising awareness of the link between junk food, being above a healthy weight and the increased risk of 13 different cancers.  To watch the new videos, or to find out more visit: <https://livelighter.com.au/The-Facts/About-Junk-Food> | | | | |