

# Blue Cross Virtual Well-Being<sup>SM</sup>

## How to use the Blue Cross Virtual Well-Being toolkit

Use the materials in this toolkit to promote Virtual Well-Being in your workplace, and to encourage your employees to take advantage of the program.

The toolkit includes:

- **Member flyer:** Print to display around your workplace or distribute to employees.
- **Member postcard:** Print to use as an employee handout.
- **Email:** Copy and paste into your company's email application to send to your employees.
- **Web banners:** Two JPG images are available for upload to your company's intranet site. Link images to [bluecrossvirtualwellbeing.com](http://bluecrossvirtualwellbeing.com).
- **Digital signs:** Two JPG images are available for upload to your company's electronic message boards.
- **Social media posts:** Two suggested posts and JPG images are available to upload to your company's social media sites. Link images to [bluecrossvirtualwellbeing.com](http://bluecrossvirtualwellbeing.com).
- **Newsletter article:** Suggested copy to use in your company newsletter or on your intranet site.



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