# Blue Cross®
# Virtual Well-Being

## 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:** Three options are available.

    **PDF email template:**
    ◦ Copy text from PDF
    ◦ Paste text into a new email
    ◦ Enter email addresses in appropriate fields
    ◦ Send message

    **Windows and Mac Outlook templates:**
    ◦ Download and open file
    ◦ Enter email addresses in appropriate fields
    ◦ Send message

    **HTML template:**
    ◦ Open HTML file
    ◦ Select all text and images
    ◦ Copy and paste into a new email
    ◦ Enter email addresses in appropriate fields
    ◦ Send message

- **Web banners:** Two JPG images are available for upload to your company's intranet site. Link images to **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**.

- **Newsletter article:** Suggested copy to use in your company newsletter or on your intranet site.