Carers Active April 2025 social media toolkit

This social media toolkit will help you raise awareness of our annual Carers Active April campaign and share information about it with your audiences. Our key ask is that you support our campaign on your social media channels, using the hashtag #CarersActiveApril and the graphics and suggested copy we’ve provided.

[**Graphics**](https://drive.google.com/drive/folders/1UlbD3jsgVq57Azg7h8tqfzojYh4aaCwE?usp=sharing)

We’d be particularly grateful if you’d support our campaign by using the suggested posts below:

**Launch of Carers Active April on Tuesday 1 April, supporting the campaign, or launching your own events:**

**X**

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| Today is the first day of #CarersActiveApril! Together with @CarersUK, we’re supporting  unpaid carers to look after their own wellbeing and build physical activity into their routines  💪 Find out more and get involved: <https://www.carersuk.org/carersactiveapril> |
| It’s officially #CarersActiveApril! Through the month, we’ll be supporting unpaid carers to  get active. Find out more and get involved: <https://www.carersuk.org/carersactiveapril> |
| When you're caring for someone, it can be difficult to find time to look after your own health. That’s why #CarersActiveApril is here to help you get started and stay motivated. Take the first step and check out @CarersUK’s online activity videos today: <https://www.carersuk.org/carers-active-videos> |
| We’re taking part in #CarersActiveApril! This month is all about supporting unpaid carers to become more physically active and raise awareness of the barriers carers can face in getting active. Find out more: <https://www.carersuk.org/carersactiveapril> |

**Facebook/LinkedIn**

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| Today marks the first day of Carers Active April, a campaign run by Carers UK to help make physical activity more fun, accessible and welcoming for carers.  48% of carers are inactive, compared to 26% of all adults, and nearly 75% of carers don’t feel able to access local sport and leisure facilities. But activity has huge benefits for their physical and mental health, with 73% of carers saying physical activity makes them feel good about themselves.  Carers play such an important role in society, helping to care for those that need it. Even when juggling these responsibilities, it’s important for carers to take time to look after themselves too.  Find out more: <https://www.carersuk.org/carersactiveapril> |

**Evergreen content**

These can be used throughout April, or in the lead-up, or after the month.

**Carers’ stories**

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| “It can seem daunting taking that first step, but take it from me – it’s worth it.” Chris cares for his husband Graham. Read how going to the gym has helped him to look after himself and Graham: https://[www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-](http://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-) active-hub/carers-stories/chris-story/ #CarersActiveApril |
| “One of my proudest moments was seeing Gareth lead the large Chinese squad into the  arena at the closing ceremony of the Boccia World Cup.” Gill and her son Gareth, who she cares for, play boccia together. Read their story: https://[www.carersuk.org/help-and-](http://www.carersuk.org/help-and-) advice/your-health-and-wellbeing/carers-active-hub/carers-stories/gills-story/ #CarersActiveApril |
| “It’s a chance to forget everything for an hour or so.” Hayley shares how she learnt to make time for self-care and physical activity while caring for her husband Vincent. Read her story: https://[www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-](http://www.carersuk.org/help-and-advice/your-health-and-wellbeing/carers-active-) hub/carers-stories/gills-story/ #CarersActiveApril |
| “If I am well enough physically and mentally then I can give my best to caring.” Join Moonmoon and have a go at @CarersUK’s mindful movement physical activity and wellbeing video this #CarersActiveApril: <https://youtu.be/Fjsdvl2slaw> |

**Statistics**

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| Research from @CarersUK found that 67% of unpaid carers said taking part in physical activity helped them feel more connected to other people. Find ways you can be more active while looking after someone this #CarersActiveApril: <https://www.carersuk.org/carersactiveapril> |
| 73% of unpaid carers said that being physically active makes them feel good about themselves, according to research by @CarersUK. #CarersActiveApril is all about supporting carers find ways to get active that work for them. Find out more: <https://www.carersuk.org/carersactiveapril> |
| 58% of carers said being active helped them to learn more about the importance of looking  after their health, according to research by @CarersUK. Help carers be active and boost their  health this #CarersActiveApril <https://www.carersuk.org/carersactiveapril> |

**Carers UK social media handles:**

X - @CarersUK

Instagram - @Carers\_UK

Bluesky - @carers-uk.bsky.social

Threads - @carers\_uk

Facebook – Carers UK

LinkedIn – Carers UK