

CAREA July Social Media Toolkit

Summer Leg Health & Duopody© Awareness Campaign

Welcome to your **CAREA July Social Media Toolkit**.

This month's toolkit has been created to help you raise awareness of **summer leg swelling**, promote the benefits of **clinical reflexology and Duopody©**, and provide your clients with engaging, educational content throughout July.

Whether you post every item or simply choose the content that best suits your practice, this toolkit is designed to save you time while helping you maintain a consistent, professional social media presence.

What's Included

- July Content Planner – a simple overview of what to post and when
- Ready-to-use Social Media Graphics – supplied as JPEG images in the accompanying ZIP folder
- 18 Copy-and-Paste Captions – ready to use or personalise for your own audience
- Suggested Hashtags – included with each post to help improve visibility

How to Use This Toolkit

- Open the July Content Planner to see the recommended posting schedule.
- Select the matching graphic from the accompanying ZIP folder.
- Copy and paste the corresponding caption.
- Personalise it if you'd like to reflect your own voice and practice.
- Publish your post!

We'd Love to See Your Posts!

If you use this toolkit, please tag **@careareflexology** or invite us as a collaborator. We love celebrating our practitioners, sharing your content where appropriate, and helping you reach an even wider audience.

Together, we're raising awareness of clinical reflexology, promoting evidence-informed complementary care, and helping more people discover the benefits of Duopody©.



Social media Post Schedule

Post #	When to post	Topic	Description / Key Message
1	Week 1 Wednesday 1 July	Why do my legs swell more in summer?	Explain why warm weather can increase leg swelling and introduce how Duopody© may help support healthy circulation and fluid movement.
2	Week 1 Friday 3 July	Flying Soon? Prepare your legs before you fly	Encourage clients to prepare before travelling with practical tips and complementary care before long journeys.
3	Week 2 Monday 6 July	Heavy legs aren't always 'just the heat'	Raise awareness that heavy, aching legs can have many causes and shouldn't simply be dismissed as hot weather.
4	Week 2 Wednesday 8 July	Reflexology is just a foot massage? MYTH	Educate followers about the difference between clinical reflexology and a relaxation foot massage.
5	Week 3 Monday 13 July	Hydration matters more than you think	Explain the importance of hydration for healthy circulation and how dehydration may contribute to fluid retention.
6	Week 3 Thursday 16 July	Who may benefit from summer appointments?	Highlight the people most likely to experience heavier, swollen legs during the summer months.
7	Week 4 Wednesday 29 July	Can reflexology cure oedema?	Answer a common question honestly, reinforcing that clinical reflexology complements, but does not replace, medical care.
8	Week 4 Friday 31 July	Don't wait until after your holiday	Encourage clients to book before travelling so they can support their leg health ahead of summer holidays.
10	Throughout July	Family Health Month	Promote healthy habits and encourage families to prioritise wellbeing throughout the summer.
11	6–12 July	Alcohol Awareness Week	Explain how alcohol can contribute to dehydration and increased fluid retention, particularly during warmer weather.
9	Saturday 11 July	World Population Day	Raise awareness that circulatory health affects millions of people worldwide and encourage healthy lifestyle choices.
12	Friday 17 July	Disability Awareness Day	Highlight how reduced mobility and long-term health conditions may affect circulation and leg health while promoting inclusive complementary care.
13	Friday 24 July - Sunday 2 August	Love Parks Week	Encourage gentle walking and regular movement to support circulation, wellbeing and healthy legs.
14	Friday 24 July	Samaritans Awareness Day	Raise awareness of the close relationship between emotional wellbeing, stress and physical health while signposting appropriate support.
15	Thursday 30 July	International Friendship Day	Encourage followers to support friends and loved ones by sharing advice, checking in and promoting wellbeing together.



Post #1: July - Why do my legs swell more in summer?

Week 1 (Wednesday 1 July)

Caption:

☀️ Summer is wonderful... but not always for your legs.

Warm weather naturally causes blood vessels to widen, making it easier for fluid to collect in the lower legs and ankles. For many people this means heavy, aching, swollen legs by the end of the day.

👣 As a Level 5 Clinical Reflexologist, I specialise in Duopody©, an advanced clinical reflexology technique that works both feet simultaneously to mirror the body anatomically accurately.

⚖️ By stimulating corresponding organs and structures pathways together, Duopody© aims to support circulation, encourage healthy fluid movement and promote nervous system regulation, all important factors when your legs are working harder during the summer months.

🌿 Duopody© Reflexology works alongside your existing healthcare and is designed to complement, not replace, medical care.

✨ If heavy summer legs are affecting your comfort, I'd love to help.
Tap the link in my bio to book.

#Duopody #ClinicalReflexology #CAREA #SummerLegs #LegSwelling #Wellbeing



Post #2: Flying Soon? Prepare your legs before you fly

- Timing: Week 1 (Monday 6 July)

Caption:

✈️ Holiday season is here, and long journeys can leave your legs feeling heavier than when you started.

🦶 As a Level 5 Clinical Reflexologist, I specialise in Duopody®, an advanced clinical technique that works on both feet simultaneously using anatomically accurate mapping to support the body's systems.\

🌿 Supporting circulation, encouraging relaxation and helping regulate the nervous system before travelling may help your body cope more comfortably with long periods of sitting.

⚖️ Duopody is an evidence-informed complementary therapy designed to work alongside healthy travel habits such as hydration, movement and compression stockings where appropriate.

✨ Travelling this summer? Book your appointment before you fly.

#Duopody #ClinicalReflexology #TravelWell #HealthyTravel #CAREA



Post #3: Heavy legs aren't always 'just the heat'

- Timing: 17 July

Caption:

☀️ Simple changes can make a real difference this summer:

- 👣 Keep moving.
- 💧 Stay hydrated.
- 🦶 Elevate your legs.
- 🥗 Eat well.
- ⚖️ Consider complementary clinical therapies.

👣 As a Level 5 Clinical Reflexologist, I use Duopody© to provide personalised bilateral treatments that support the body's natural regulatory processes.

✨ If your legs often feel tired, swollen or heavy, clinical reflexology may be a valuable addition to your wellbeing routine.

#SummerWellbeing #Duopody #ClinicalReflexology



Post #4: Myth Busting - Reflexology is just a foot massage

- **Timing:** Week 2 (Monday 6 July)

Caption:

✗ Myth: Reflexology is simply a relaxing foot massage.

👣 My treatments use Duopody©, an advanced clinical approach that works on both feet simultaneously using anatomically accurate mapping of the body's systems. This bilateral technique is designed to provide balanced stimulation while supporting the body's natural regulatory processes.

⚖️ Every treatment is carefully tailored to your individual health history, symptoms and clinical goals.

🌿 Relaxation is often a welcome benefit, but it's just one part of a treatment designed to complement your overall health and wellbeing.

✨ Curious about how clinical reflexology differs? I'd love to tell you more. Book a consultation today.

#Duopody #ClinicalReflexology #EvidenceInformed #CAREA



Post #5: Hydration Awareness

- Timing: Week 2 (Wednesday 8 July)

Caption:

💧 Hot weather increases fluid loss, but dehydration can actually contribute to fluid retention.

👣 Duopody© works on both feet simultaneously using anatomically accurate mapping of the body's systems, providing balanced bilateral stimulation as part of a personalised clinical treatment.

🌿 Supporting healthy circulation alongside good hydration, gentle movement and medical advice may help reduce feelings of heaviness during warmer months.

✨ Looking after your legs starts with small daily habits, and the right clinical support.

🔗 Book via the link in my bio.

#Hydration #SummerHealth #Duopody #ClinicalReflexology



Post #6: Who may benefit from summer appointments?

- Timing: Week 2 (Friday 10 July)

Caption:

☀️ Summer can place extra demands on your circulation, making your legs work even harder.

While everyone is different, some people are more likely to experience heavy, aching or swollen legs during the warmer months, including those who:

- 👣 Stand or sit for long periods
- ✈️ Are planning long journeys or flights
- 🤰 Are pregnant (with approval from their healthcare provider)
- 🦿 Live with reduced mobility or circulatory concerns
- 🌡️ Simply notice their legs feel heavier when the weather gets warmer

👣 Duopody© is an advanced clinical reflexology approach that works on both feet simultaneously using anatomically accurate mapping of the body's systems. Treatments are individually tailored and designed to complement your existing healthcare while supporting the body's natural regulatory processes.

✨ If summer is taking its toll on your legs, I'd love to help. Tap the link in my bio to book your appointment.

#Duopody #ClinicalReflexology #SummerWellbeing #HealthyCirculation
#ComplementaryHealthcare #CAREA



Post #7: Can reflexology cure oedema?

- **Timing:** Flexible

Caption:

? A question I'm often asked...

Can reflexology cure oedema?

The answer is no, and any persistent swelling should always be medically assessed.

👣 Clinical reflexology is designed to complement conventional healthcare, not replace it. My Duopody© treatments aim to support circulation, nervous system regulation and overall wellbeing.

✨ If you'd like to explore whether Duopody is appropriate for you, get in touch.

#ClinicalIntegrity #Duopody #ClinicalReflexology



Post #8: Don't wait until after your holiday?

- **Timing:** Week 4 (Wednesday 29 July)

Caption:

✈ Many people only think about their legs once they're already on holiday, when they're feeling swollen, heavy or uncomfortable after a flight or long day exploring.

Planning ahead may help you travel in greater comfort.

👣 Duopody© is an advanced clinical reflexology approach that works on both feet simultaneously using anatomically accurate mapping of the body's systems. Treatments are tailored to your individual needs and are designed to complement your existing healthcare while supporting the body's natural regulatory processes.

🌿 Alongside staying hydrated, keeping active during your journey and wearing suitable footwear, a treatment before you travel may help your legs feel more comfortable throughout your holiday.

✨ Give your legs the care they deserve before you pack your suitcase. Book your summer appointment via the link in my bio.

#Duopody #ClinicalReflexology #SummerTravel #HolidayReady #HealthyCirculation
#ComplementaryHealthcare #CAREA



Post #9: Family Health Month

- Week 1 (Friday 3 July)

Caption:

🌿 July is Family Health Month, making it the perfect time to think about everyone's wellbeing during the busy summer season. Long journeys, warm weather and busy days can all leave legs feeling tired and swollen.

👣 As a Level 5 Clinical Reflexologist, I specialise in Duopody®, an advanced clinical technique that treats both feet simultaneously using anatomically accurate mapping of the body's systems.

⚖️ By providing balanced bilateral stimulation, Duopody® aims to support healthy circulation, encourage fluid movement and regulate the nervous system, helping the body adapt to the extra demands that summer can bring.

🌿 Clinical reflexology works alongside your healthcare and healthy lifestyle choices to support your wellbeing.

✨ Looking after yourself means you're better able to look after those around you.

🔗 Tap the link in my bio to book your appointment.

#Duopody #ClinicalReflexology #CAREA #FamilyHealthMonth #SummerWellbeing
#HealthyCirculation



Post #10: Alcohol Awareness Week

- **Timing: Week 2 (6–12 July)**

Caption:

💧 Alcohol Awareness Week reminds us how important hydration is, particularly during the warmer summer months. Even mild dehydration can affect how our bodies regulate fluid, sometimes leaving our legs feeling heavier and more uncomfortable.

👣 As a Level 5 Clinical Reflexologist, I specialise in Duopody®, an advanced clinical technique that treats both feet simultaneously according to the body's anatomically accurate structure.

⚖️ Supporting circulation alongside good hydration, gentle movement and healthy lifestyle habits may help improve comfort during the summer months while working alongside your existing healthcare.

✨ Small daily habits can make a big difference.

🔗 Tap the link in my bio to book your clinical reflexology appointment.

#Duopody #ClinicalReflexology #CAREA #AlcoholAwarenessWeek #Hydration
#SummerHealth



Post #11: World Population Day

- **Timing: Saturday 11 July**

Caption:

🌍 World Population Day reminds us that many health challenges are shared by people all over the world, including swollen, heavy legs during warmer weather.

👣 With advanced Level 5 clinical training, I use Duopody© to provide personalised treatments that complement your healthcare and wellbeing goals.

⚖️ Duopody aims to support healthy circulation, fluid balance and nervous system regulation while working alongside conventional healthcare.

✨ If heavy legs are affecting your comfort this summer, I'd love to help.

#Duopody #ClinicalReflexology #CAREA #WorldPopulationDay #HealthyCirculation



Post #12: Disability Awareness Day

- **Timing:** Friday 17 July

Caption:

💙 Disability Awareness Day reminds us that everyone's health journey is unique. Reduced mobility, neurological conditions and long-term health issues can sometimes increase the likelihood of swelling or feelings of heaviness in the legs.

👣 Every treatment is tailored to the individual, taking into account your health history, symptoms and personal goals.

⚖️ My aim is to provide safe, complementary care that supports circulation and relaxation alongside your existing healthcare.

✨ Everyone deserves to feel as comfortable as possible.

#Duopody #ClinicalReflexology #CAREA #DisabilityAwarenessDay #InclusiveHealthcare



Post #13: Love Parks Week

- **Timing:** Week 4 (24 July–2 August)

Caption:

🌳 Love Parks Week is a wonderful reminder that movement doesn't have to be strenuous to benefit your health.

👣 Gentle walking naturally activates the calf muscles, helping move blood and fluid back towards the heart.

⚖️ Combined with Duopody© treatments, healthy movement can help support circulation, encourage healthy fluid movement and promote relaxation.

✨ Why not enjoy a walk this week, and if your legs need extra support, I'd love to help.

#Duopody #ClinicalReflexology #CAREA #LoveParksWeek #HealthyMovement
#SummerWellbeing



Post #14: Samaritans Awareness Day (24/7)

- **Timing:** Friday 24 July

Caption:

♥ Samaritans Awareness Day reminds us that our physical and emotional wellbeing are closely connected.

👣 My clinical practice combines advanced Level 5 training with Duopody®, supporting nervous system regulation through personalised bilateral treatment.

⚖️ Treatments are designed to complement appropriate medical and psychological care.

🌿 If you're struggling emotionally, please seek support from your healthcare team or organisations such as Samaritans.

✨ Looking after yourself matters.

Tap the link in my bio to book your appointment.

#Duopody #ClinicalReflexology #CAREA #SamaritansAwarenessDay #Wellbeing



Post #15: International Friendship Day

- Timing: 17th July

Caption:

💛 International Friendship Day is a lovely reminder to check in on the people we care about.

👣 If someone you know struggles with swollen or heavy legs during summer, sharing helpful advice, or recommending supportive complementary care, could make a real difference.

⚖️ Duopody© aims to support circulation, fluid movement and nervous system balance alongside conventional healthcare.

✨ Why not share this post with someone who could benefit?

#Duopody #ClinicalReflexology #CAREA #InternationalFriendshipDay #ShareWellbeing #SummerHealth

