

A close-up photograph of a woman with long brown hair, wearing orange swimming goggles on her head. She is smiling broadly, showing her teeth. She is wearing a red and white patterned swimsuit. The background is a swimming pool with blue lane lines and other swimmers in the distance.

THIS  
GIRL  
CAN

# WE LIKE THE WAY YOU MOVE

**Communications Toolkit**

A guide to tailoring campaign  
resources for your audience

January 2026

# CONTENTS

- 03 **About**
- 04 **The next phase of the campaign**
  - 04 Campaign history
  - 05 What's next?
  - 06 How to use this toolkit and the campaign materials
- 07 **Campaign assets**
  - 08 Adverts
  - 09 Social media assets
  - 12 Posters
  - 13 Image library
  - 14 Long and short copy
- 16 **Additional resources**
- 18 **Case studies**
- 20 **Contact**

# ABOUT

We've created this communications toolkit to make it easy for a wide range of partners and supporters (from national bodies and Active Partnerships to local clubs and delivery organisations) to join us in the next phase of our **We Like the Way You Move** campaign.

Within this toolkit you will find a range of assets and helpful resources for you to share across your own channels as well as editable resources that will enable you to tailor the campaign and make it relevant to your audience.

We hope you will support the campaign by sharing the assets and resources within this toolkit on your channels to help engage our women.

If you work with or support other organisations, for example through an Active Partnership, please share this toolkit and encourage them to share the campaign and use the assets to promote their own activities on their channels too.

Together, we can continue to encourage more women to get moving and find the joy in physical activity.



# CAMPAIGN HISTORY

At the beginning of 2025, we kicked off a year of activity with Raise It – a PR activation that highlighted the inclusion gap and barriers women face to being included in physical activity.

This was followed by Shape It, where we engaged with you, our sector partners, to share the **Belonging Starts with Inclusion** insight report that helped us collectively identify what actions we can take to narrow the inclusion gap.

Our work culminated in September with Celebrate It, the launch of our advertising campaign; We Like the Way You Move.

**We Like the Way You Move**, focuses on women from lower-income backgrounds, with additional emphasis on those who are:

- South Asian Muslim
- Black
- Aged 55-74
- Pregnant or mums with a child under one.



# WHAT'S NEXT?

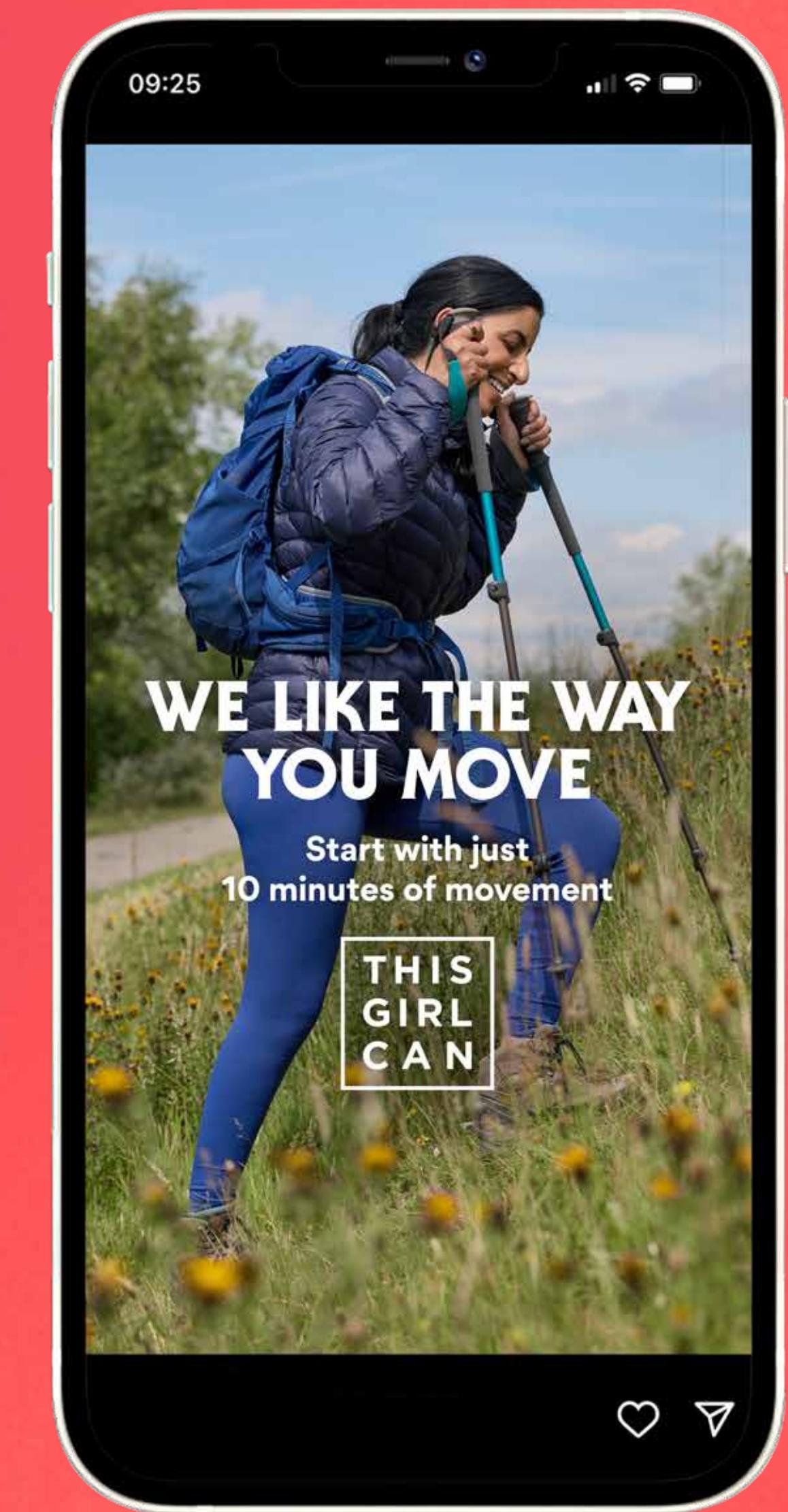
Following the launch of We Like the Way You Move in September 2025, we're back with a fresh burst of activity, keeping the momentum alive and continuing to celebrate the joy of moving in your own way.

During the next phase, our social assets encourage women to try just 10 minutes of movement, showing how a small amount of activity can make a big difference to mood and energy.

By collaborating with all our partners and supporting organisations to tackle inequalities we can create a world where all women can get active, no matter who they are or what barriers they face.

Through our initial research, it became clear that small changes can make a big difference. The way activities are offered to our women, the language and imagery used when promoting them, and the experience our women have when taking part, can all affect how willing and able women are to engage in physical activity.

With that in mind, this next campaign burst focuses on helping you make the most of This Girl Can's reputation, providing you with editable, This Girl Can branded assets that you can tailor to your audiences and use to promote your local offerings.



# HOW TO USE THIS TOOLKIT AND THE CAMPAIGN MATERIALS

We're excited to invite you to be part of the next phase of the We Like the Way You Move campaign.

Whether you're delivering activities locally or amplifying the message nationally, your role is vital in helping more women feel like they belong in sport and physical activity.

With your support, we can inspire more women from all backgrounds to get active and find joy in movement, by showcasing opportunities that are truly accessible, affordable, and welcoming.

## For delivery organisations:

Such as a club, personal trainer, or community group.

The assets and resources in this toolkit are designed to make it easy for you to connect with your audience and showcase the opportunities you offer.

- **Download and use the editable resources** to promote your classes or offerings to women in your community. You can tailor these social assets by adding your logo or using your own imagery to better reflect your community and audience, while still benefitting from the credibility and impact of the main campaign.
- **Use campaign messaging and the TGC brand** across your channels to inspire confidence and encourage participation in physical activity.
- **Share, like and comment** on our social channels to help us spread the word.

## For national partners:

Such as a National Governing Body or an Active Partnership with delivery networks.

Your role is crucial in helping delivery organisations access these resources and bring the campaign to life in their communities.

- **Share the toolkit and assets** widely with your delivery partners and encourage them to use these resources to showcase their offerings and engage women locally.
- **Amplify the campaign** on your own channels by using the campaign assets.
- **Share, like and comment** on our social channels to help us spread the word.

We've created a range of assets to make it as easy as possible for you to get behind the We Like the Way You Move campaign.

For the January burst we've added new and updated resources, including editable templates, so you can adapt the campaign to your area or audience, highlight local opportunities, and benefit from the This Girl Can brand.



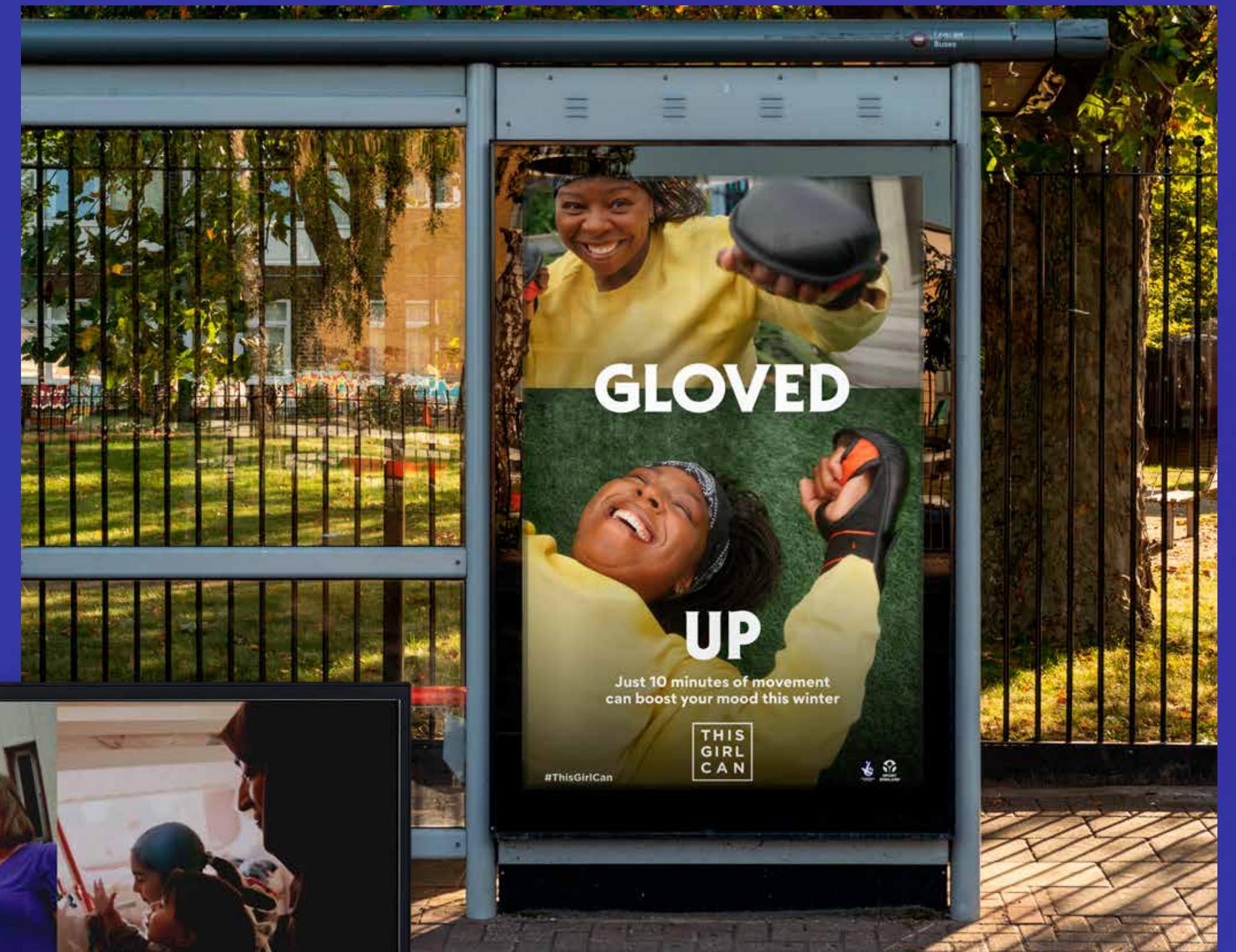
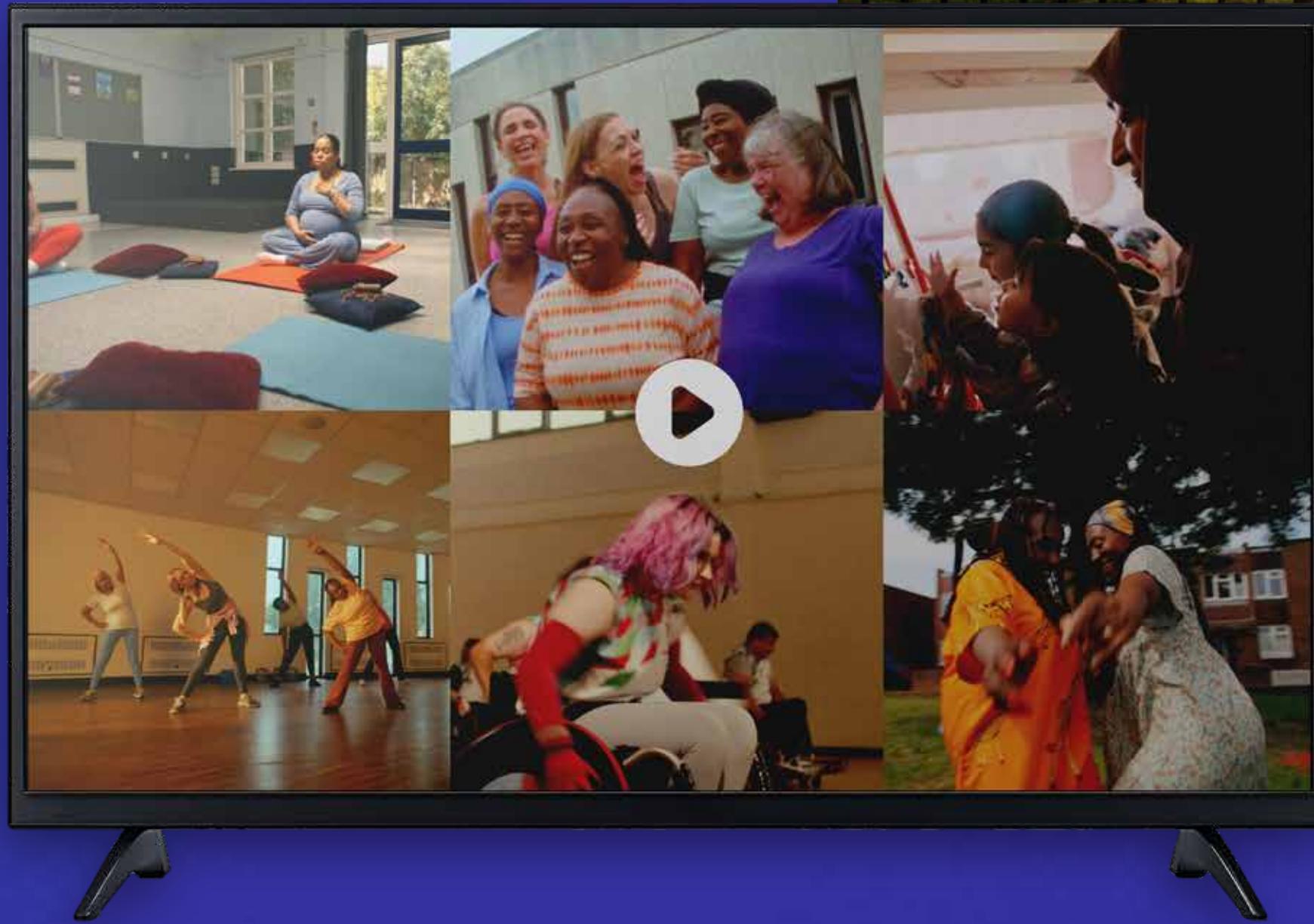
# ADVERTS

We're so excited that the We Like the Way You Move TV advert is back on our screens. You'll spot it across Channel 4, ITV and Sky from 19th January to 15th February.

Alongside this, Out of Home adverts will be appearing across the country to help promote the campaign and engage women everywhere.

Keep your eyes peeled, snap a photo if you see the campaign out and about, and share it on your social channels. Don't forget to tag **@thisgirlcanuk** and use **#ThisGirlCan**.

[LINK TO TV ADVERT](#)



THIS  
GIRL  
CAN

# SOCIAL MEDIA ASSETS

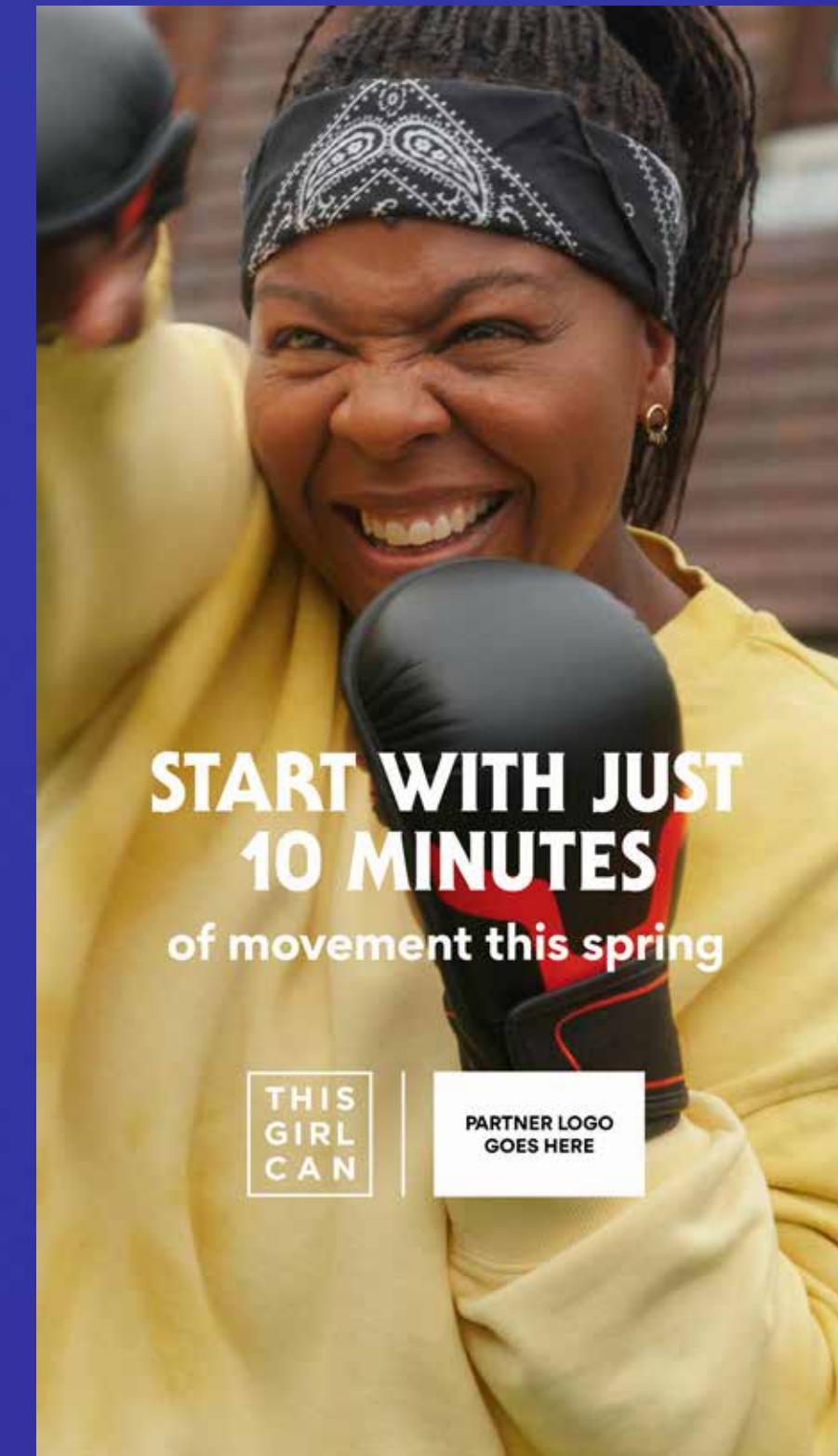
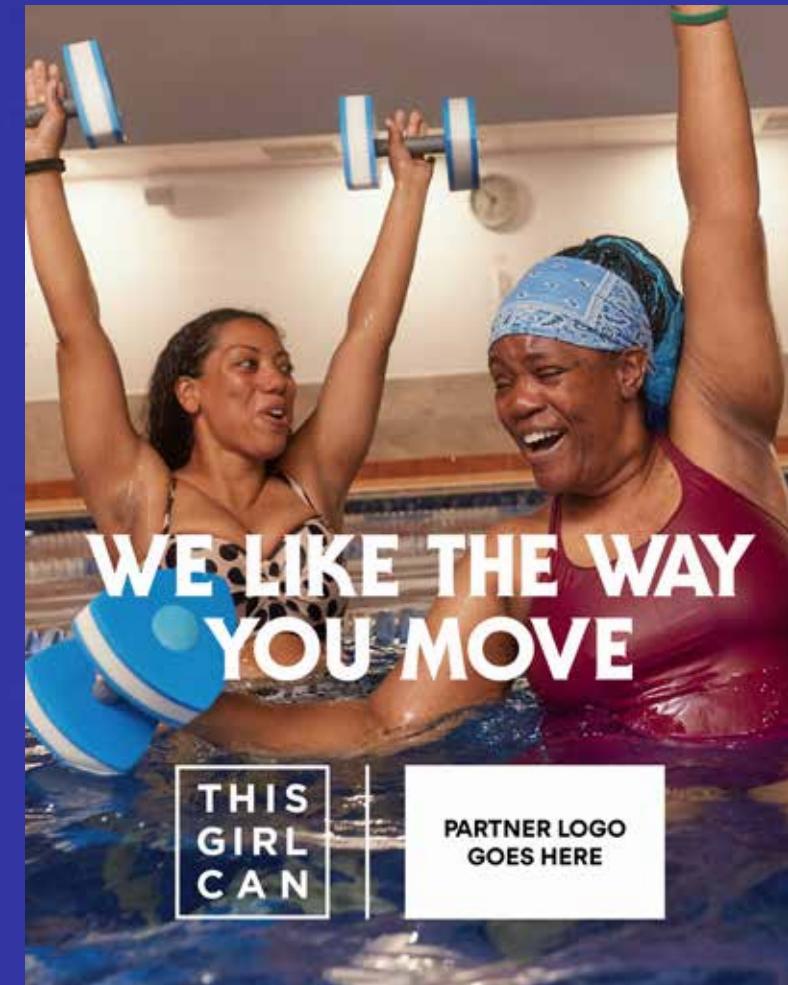
We've developed a range of social media assets for you to add your logo to and share on your own channels.

For the January burst, we have included some new activities as well. These assets are available in 1x1, 4x5, and 9x16 formats and include activities such as:

- Walking
- Baby Yoga
- Pregnant Swimming
- Zumba
- Outdoor Exercise
- At-Home Workout
- Cycling
- Badminton
- Preparing to Swim
- Boxing
- Wheelchair Rugby
- Laughing Yoga

On pages 14 and 15, you'll also find some suggested copy to use. You can either use these as a guide when writing your posts or use as a basis to come up with your own

**LINK TO ASSETS**

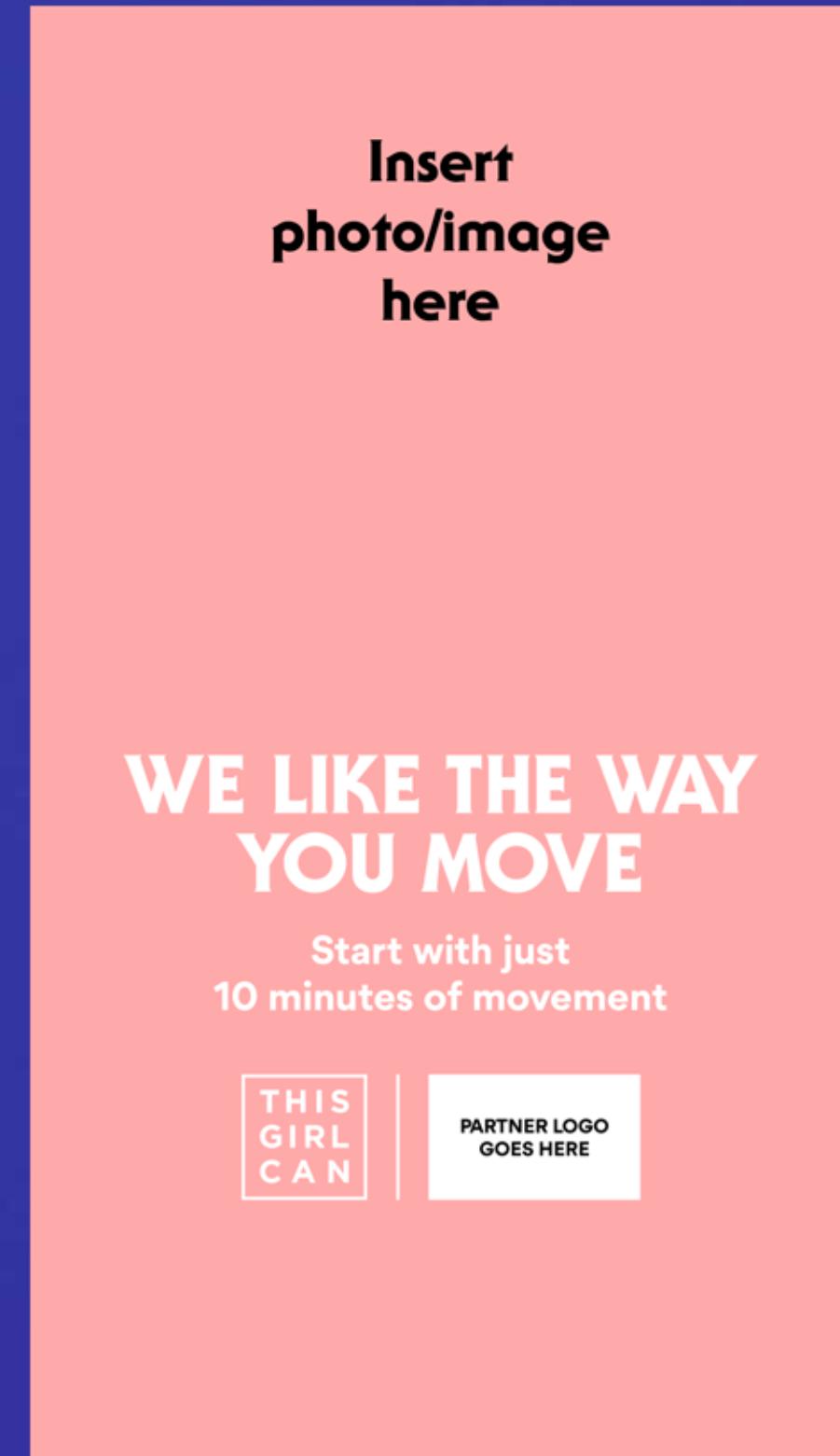
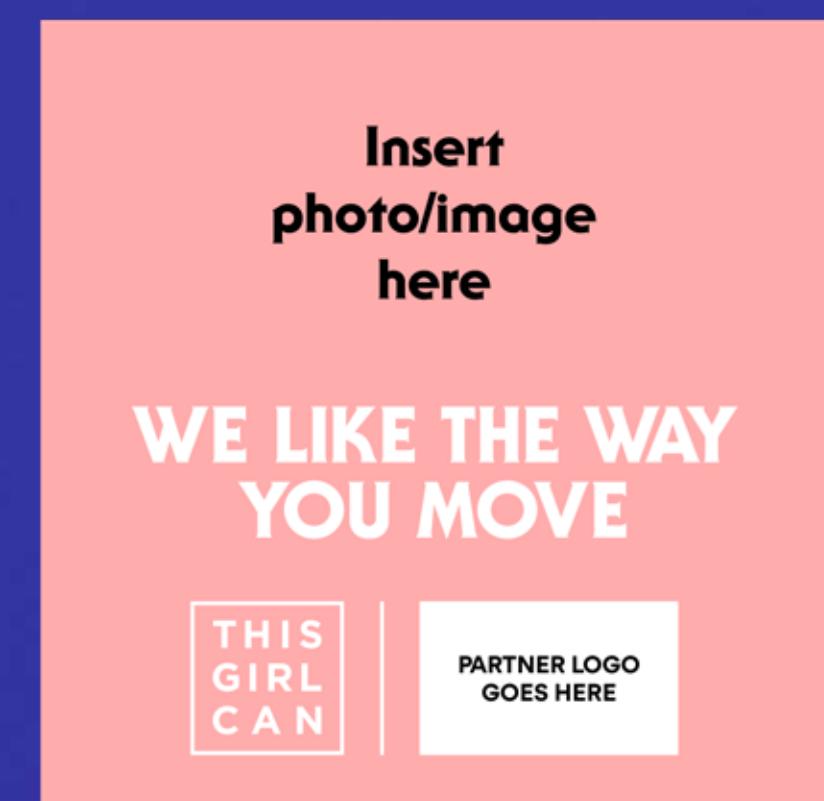
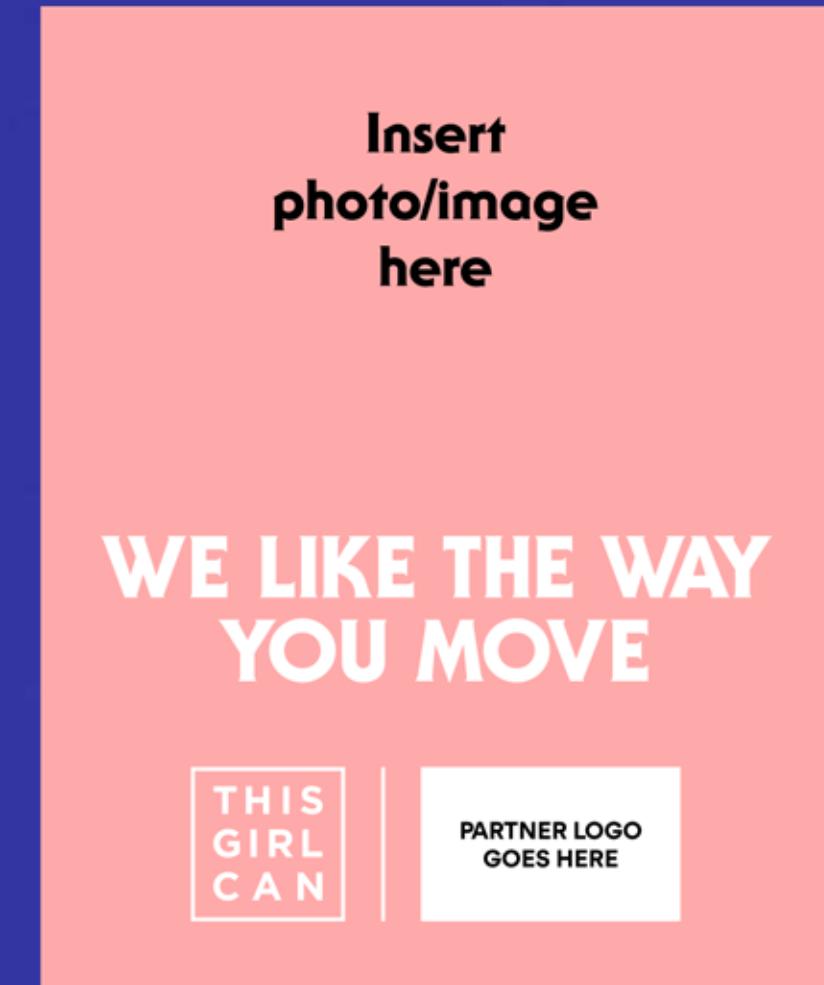


# SOCIAL MEDIA ASSETS

We also have a new range of editable social media assets that you can adapt by adding your own imagery and sharing on channels.

This allows you to tailor the campaign for your own area and highlight local opportunities. Alongside this, we've also introduced new editable formats in PowerPoint and Canva.

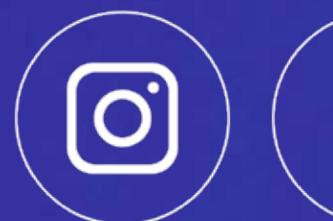
**LINK TO ASSETS**



You will need to be registered as a This Girl Can supporter to access these assets. If you're not yet registered, you can sign up [here](#).

Please remember to tag us **@thisgirlcanuk** when you post and include **#ThisGirlCan**.

And don't forget to like, comment and share the content we post on our This Girl Can social channels too.



# SOCIAL MEDIA ASSETS

## 1x1 Carousel example:



Insert your own photos into the carousel here. We suggest 3-4 photos.

**LINK TO ASSETS**



Insert place or community group name here.

Insert your logo here.

## A few important reminders:

### Do:

- **Use the template to create a This Girl Can lockup with your logo** and your posts for co-branding. This is a requirement.
- **Ensure text is clear and readable.** Keep headlines visible and avoid gradients that reduce legibility.
- **Use high-quality images.** Avoid blurry or confusing visuals.
- **Consider the crop.** Make sure the crop shows the activity clearly and recognisably.

### Don't:

- **Cover faces in your edits with text.** Faces help create connection and authenticity.
- **Post low-quality or unclear images.** Avoid crops that obscure the activity or make it hard to recognise.

# A3 POSTERS

We've created a range of A3 posters that you can print and display around your organisations and in locations our women are likely to see them.



[LINK TO ASSETS](#)

THIS  
GIRL  
CAN

# IMAGE LIBRARY

A wide selection of We Like the Way You Move campaign imagery is available for you to download on the This Girl Can image library, linked below.

You will need to be registered as a This Girl Can supporter to access these assets. If you're not yet registered, you can sign up [here](#).

**LINK TO IMAGE LIBRARY**



# LONG AND SHORT COPY

To help you share the We Like the Way You Move key messaging in social media posts, articles on your website, emails and newsletters, we've produced some suggested copy for you to use. You can take this as inspiration for creating your posts. Feel free to adapt it and return to it whenever you're creating new content.

## Long copy

This Girl Can is rewriting the narrative of what getting active looks like for women who don't feel they belong in the world of physical activity.

Our 'We Like the Way You Move' campaign is a powerful, vibrant celebration of every chapter of our women's lives, highlighting how they move through life, in all their strength, beauty and individuality.

'We Like the Way You Move' honours the different ways our women choose to move for themselves, through simple, everyday routines or moments of intentional movement.

Many of our women don't feel like they belong in the world of physical activity, or understand the immediate benefits it can bring.

In particular, women from underrepresented groups, especially those from lower income backgrounds, and who are also South Asian Muslim, Black, 55-74 years old, pregnant, or with a child under 1.

We're here to change that. Whether it's a walk with purpose, a dance of joy, or a simple stretch, we are encouraging women to discover that just ten minutes of intentional movement can boost energy, lift mood, increase confidence and even improve sleep.

Together, we're helping more women feel like they belong in the world of physical activity and experience its immediate benefits.

We Like the Way You Move.

Find out more at [www.thisgirlcan.co.uk/move](http://www.thisgirlcan.co.uk/move)

THIS  
GIRL  
CAN

## Short copy

This Girl Can is reframing what getting active looks like for women who don't feel they belong in the world of physical activity.

We're supporting the 'We Like the Way You Move' campaign to celebrate how women move through life in their own way. The campaign shows that starting with just ten minutes of movement can lift your mood, boost energy and build confidence.

Find out more at [www.thisgirlcan.co.uk/move](http://www.thisgirlcan.co.uk/move)



THIS  
GIRL  
CAN

# BELONGING STARTS WITH INCLUSION INSIGHT REPORT

Underpinning the We Like the Way You Move campaign is robust and deep research on our women. Qualitative and quantitative research shone a light on how we could encourage our women to get active and create the conditions for change.

## The topline results

Our research revealed a compelling and complex set of economic, social, cultural and emotional challenges that keep our women from becoming active. Many factors – including capability, opportunity and self-confidence – keep our women in ‘Getting ready mode’, where they want to take part in physical activity but don’t make the first step.

## We discovered that:

- Only 9% of our women are active in a typical week.
- Only one in ten feel they completely belong in the world of physical activity.
- Almost one in six of our women have felt so unwelcome in a physical activity setting that they have never returned to that activity, or they have lost the confidence to try something new entirely.

## Using the campaign research

Our research offers valuable insights into the women who most need our support to get active. We hope it will encourage all of us who work in sport and physical activity to reflect on the challenges our women face and the activities we currently offer. We may need to reconsider who they are designed for and spot any barriers in the services we offer.

Your organisation may already be offering the kinds of activities our women are looking for. If that’s the case, then it’s worth thinking about how you are communicating these. By making thoughtful changes to what we offer and how we promote it, we can help more women feel that they belong in the world of physical activity.

[DOWNLOAD THE INSIGHT REPORT HERE](#)

To support your efforts in engaging with our women, we've compiled a selection of helpful resources that gives more insight into their lives.

These include a deeper delve into the motivations of the women at the heart of this campaign, as well as practical guidance on cultural sensitivities to consider when promoting the campaign to them.

These materials are here to help you connect with our women in a way that's respectful, relevant and impactful.

#### Barriers and Motivations of Our Women

CLICK  
HERE

For more detail on the barriers and motivations of our women, please refer to the Belonging Starts with Inclusion Insight Report.

#### Cultural Guidance

CLICK  
HERE

The Let's Get Out There Cultural Guidance & Understanding guide can help you better understand women from diverse cultural backgrounds in your community.

#### Engaging Community Groups Guidance

CLICK  
HERE

Useful information on the importance of engaging community and faith groups when speaking to a culturally diverse audience can be found in the Let's Get Out There toolkit.

#### Guidance for Group Exercise Instructors

CLICK  
HERE

Reach Up is a revolutionary new resource hub designed to equip group exercise instructors with **powerful, practical tools** to create welcoming, inclusive environments where every woman feels she belongs.



THIS  
GIRL  
CAN

# CASE STUDIES

We're working closely with partners across the country to amplify the campaign and bring it to life in local and meaningful ways. Below are examples of partners who have used the assets successfully.



## Who is the project run by?

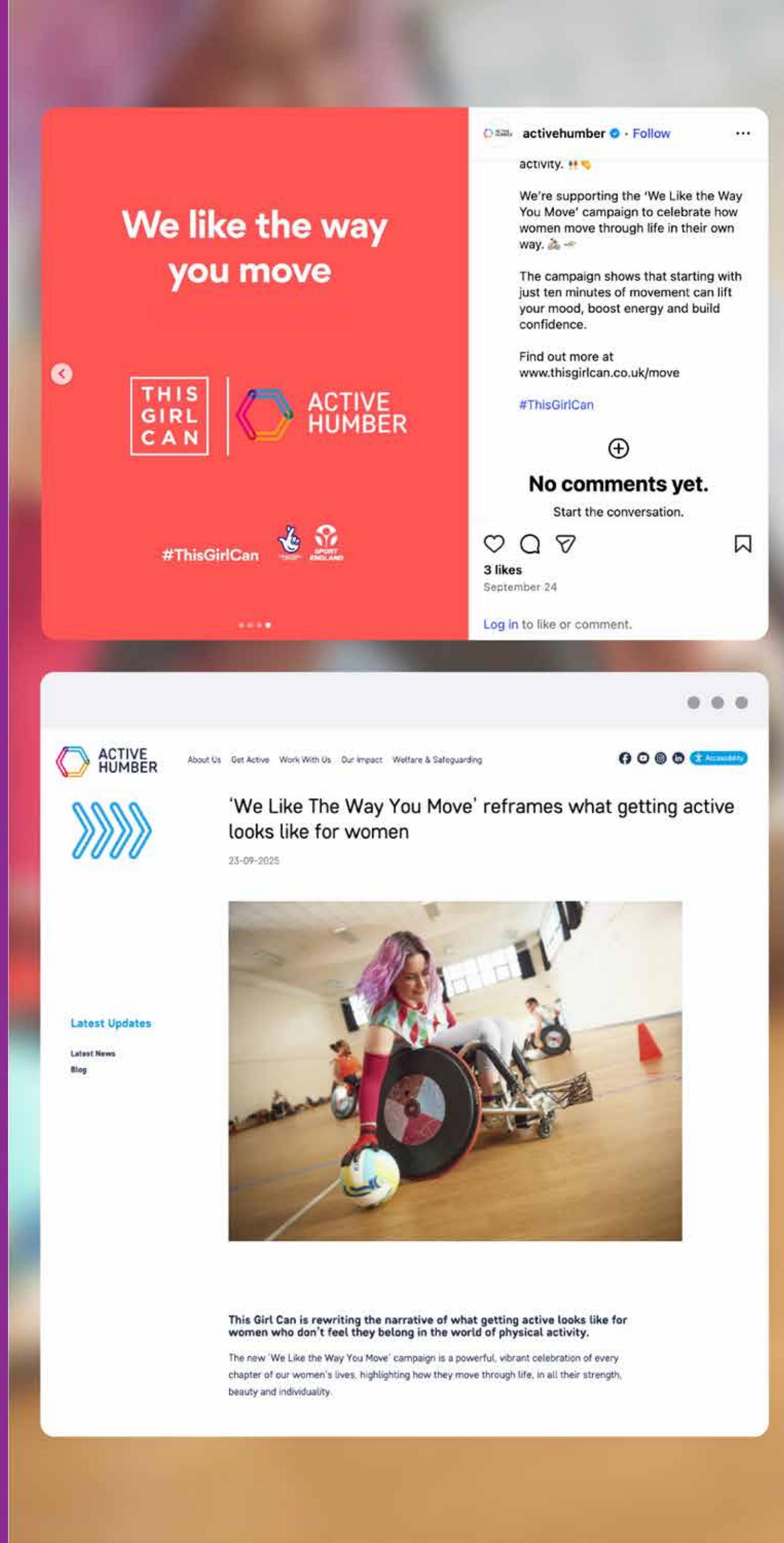
Active Humber is a charity that helps people of all ages and backgrounds improve their health and well-being by getting active through sport and physical activity.

## What's the core mission of the project?

To get the most inactive to be active, for themselves, their communities, and the planet.

## What do they deliver?

They collaborate with local councils, health organisations, charities, and businesses, to make physical activity opportunities available to everyone in the Humber.



I really enjoyed how interactive the campaign assets were to collaborate with our organisation. The editable social media posts such as the Instagram carousels allowed our organisation to feature alongside This Girl Can's campaign showcasing the similar work we are achieving whilst also highlighting the key messages of We Like the Way You Move.

Amber, Marketing Officer

# CASE STUDIES



## Who is the project run by?

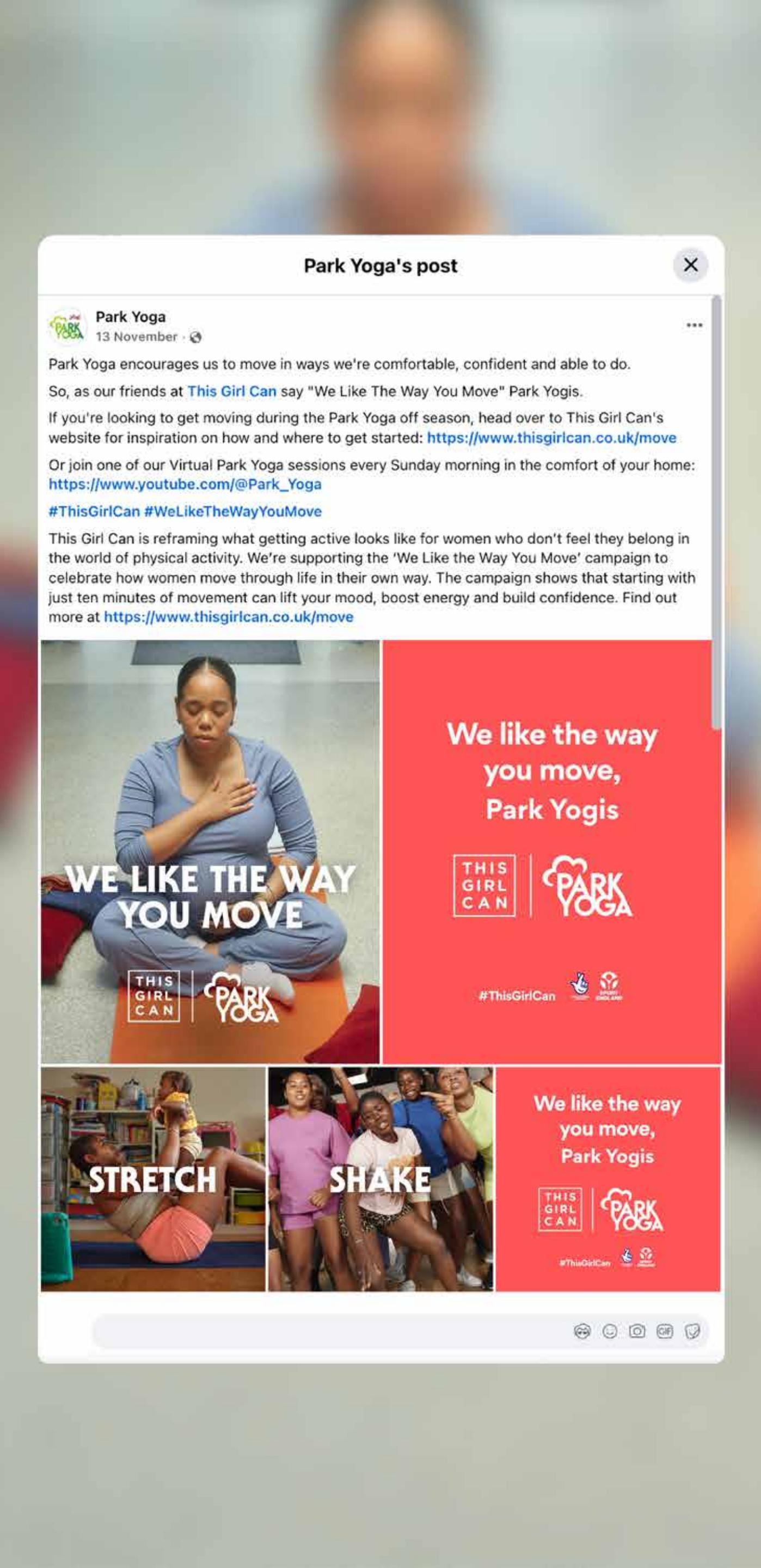
Park Yoga is a national charity committed to making yoga accessible to all. Inspired after experiencing free outdoor yoga in the US, their founding Trustee set out to bring the same community spirit to the UK. What began in Dorset in 2017 is now a national movement with over 4,000 people participating weekly at over 50 locations.

## What's the core mission of the project?

To improve physical and mental wellbeing by introducing the transformative benefits of yoga in nature, fostering joy, connection and a deep sense of community.

## What do they deliver?

Park Yoga delivers free weekly yoga sessions every Sunday, from May to September. They work in partnership with local organisations and amazing Yoga Instructors to bring accessible, inclusive yoga to the communities who need it most.



“

We have loved partnering with This Girl Can, utilising their We Like the Way You Move assets as part of a recent campaign encouraging our Park Yoga participants to stay active during the off-season. The campaign materials were highly relevant and resonated with our audience, featuring imagery that reflected our target demographics engaging in activities similar to our own. Leveraging a nationally recognised campaign with strong brand recall has strengthened our digital communications, helping us amplify our message and deepen our connection with participants.

”

Cathi Farrer-Mitchell, Director

# CONTACT US

[thisgirlcan@sportengland.org](mailto:thisgirlcan@sportengland.org)

Sign up to our newsletter [here](#)

Follow us on:

Instagram

LinkedIn

Facebook

Threads

Pinterest

YouTube

