

# Vitamin D campaign content

## 1. Suggested social media copy

The following is suggested copy to use on your social media channels, together with the social media images.

Facebook:

Stay healthy this winter. In Scotland, we're unable to get enough vitamin D from sunlight between October and March. Taking the recommended daily dosage of 10 micrograms of Vitamin D is important to support bone and muscle health. Find out more from Food Standards Scotland: [foodstandards.gov.scot/Vitamin-D](https://foodstandards.gov.scot/Vitamin-D)

LinkedIn:

Stay healthy this winter. In Scotland, we're unable to get enough vitamin D from sunlight during the winter months. Take the recommended daily dosage of 10 micrograms of vitamin D over the key winter period to support bone and muscle health. Find out more: [foodstandards.gov.scot/Vitamin-D](https://foodstandards.gov.scot/Vitamin-D)

Twitter:

- Stay healthy this winter and take the recommended daily dosage of 10 micrograms of vitamin D. Find out more from @FSScot at [foodstandards.gov.scot/Vitamin-D](https://foodstandards.gov.scot/Vitamin-D)
- Did you know we can't get enough Vitamin D in Scotland during winter? We suggest a 10-microgram supplement daily. Learn more from @FSScot at [foodstandards.gov.scot/Vitamin-D](https://foodstandards.gov.scot/Vitamin-D)

We will also be sharing content on our own channels, so we'd be very happy for you to engage with and share our posts:

- Twitter [@FSScot](https://twitter.com/FSScot)
- Facebook [Facebook.com/FoodStandardsScotland](https://Facebook.com/FoodStandardsScotland)
- Instagram [@FSScot](https://www.instagram.com/FSScot)

## 2. Email/Website Copy

Stay healthy this winter. Take 10 micrograms of Vitamin D daily.

Did you know that in the winter months (October – March), we are unable to get enough Vitamin D from sunlight? It is also really difficult to get enough vitamin D from food. Food Standards Scotland recommends taking a 10 microgram vitamin D supplement daily throughout the winter months.

### Why is this important?

Vitamin D helps improve bone and muscle health. Some groups are at a higher risk of vitamin D deficiency and are recommended to take a supplement year round. These include:

- pregnant and breastfeeding women
- infants and children under 5 years old
- people who have low or no exposure to the sun, for example those who cover their skin for cultural reasons, are housebound, confined indoors for long periods or live in an institution
- people from minority ethnic groups with dark skin such as those of African, African-Caribbean and south Asian origin, who require more sun exposure to make as much vitamin D

### Support and guidance

Visit the [Food Standards Scotland website](#) for more information about the importance of vitamin D.