Social Media Content

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“Move Your Power” — A Nike Social Media Campaign

To inspire Gen Z and Millennial audiences to embrace movement as an act of self-expression and empowerment, not perfection. “Move Your Power” encourages everyone to find strength in motion, no matter their body type, pace, or path.

Nike’s brand identity centers on motivation, inclusivity, and personal excellence, all of which are captured in the iconic “Just Do It.” The campaign aligns with that ethos while refreshing it for today’s social landscape, where authenticity and self-expression matter more than elite athleticism.

Instagram

Visual storytelling and brand aesthetics are key here. Nike’s audience (18–35) uses IG for lifestyle inspiration. Strong for reels, carousel posts, and influencer collaboration.

Post 1: “Every Move Counts”

Visual: Carousel showing diverse athletes — a sprinter, a dancer, a wheelchair basketball player, a mom jogging with a stroller.
Caption: Every move counts. Every step, spin, or stretch is strength in motion.

Movement isn’t about perfection — it’s about power. Yours.

#MoveYourPower #JustDoIt #NikeFamily

Engagement: Invite followers to tag Nike in their movement moments for a feature on the official page.

Post 2: “The Sound of Power” (Reel)

Visual: 10-second reel syncing rhythmic movement (running, jumping rope, boxing) to a heartbeat sound.
Caption: What does *your* power sound like? #MoveYourPower #NikeWomen #NikeRunning

🎵 Turn up, move loud, and own every beat.

Engagement: Encourage users to duet the reel showing how they "sound" when in motion.

Post 3: "From Us, For You"

Visual: Video montage of user-generated clips from the hashtag challenge.
Caption: From Oklahoma to Osaka — every story fuels the movement.

We see your power. Keep moving.

#MoveYourPower #JustDoIt

Engagement: Feature 5 users weekly via stories; builds authenticity and inclusion.

TikTok

Perfect for creative, participatory content — challenges, short videos, authentic user-generated stories. Reaches Gen Z in their daily media diet.

Post 1: "#MoveYourPower Challenge"

Video Concept: Nike ambassador starts a chain by showing a simple move (a stretch, push-up, dance step) and tagging 3 others to add their own.
Caption: It's not about how you move — it's *that* you move.

Join the #MoveYourPower challenge and show us your style.

#Nike #JustDoIt #FitnessTok

Engagement: Duet challenge + Nike sound clip branded for trendability.

Post 2: "Behind the Swoosh"

Video Concept: 20-second behind-the-scenes peek at how Nike designs inclusive sportswear (adaptive gear, plus-size lines).
Caption: Power looks different on everyone — that's the point.

#MoveYourPower #AdaptiveAthlete #BehindTheSwoosh

Engagement: Encourage comments on what kind of gear users want next.

Post 3: "POV: You Found Your Power"

Video Concept: POV transitions — sitting at desk, then lacing up shoes, then running at sunset.
Caption: When you stop doubting and start doing. Just. Do. It.

#MoveYourPower #POV #Motivation

Engagement: "Duet this when you hit your next goal."

LinkedIn

Ideal for highlighting Nike's innovation, leadership, and social impact initiatives — particularly relevant to young professionals who care about purpose-driven brands.

Post 1: "Designing for Every Body"

Visual: High-quality image of Nike's adaptive apparel design team.
Caption: At Nike, inclusivity isn't a trend — it's our blueprint.

The "Move Your Power" campaign reflects our commitment to designing for *every* body, empowering movement that starts with innovation and ends with impact.

#MoveYourPower #NikeInnovation #PurposeDrivenLeadership

Engagement: Invite professionals to share stories about inclusion in their industries.

Post 2: "Athletes of Change"

Visual: Collage of Nike community ambassadors volunteering in local fitness programs.
Caption: Empowering movement means empowering communities.

Through our global “Athletes of Change” initiative, Nike supports local leaders who turn movement into opportunity.

#CommunityImpact #Sustainability #MoveYourPower

Engagement: Tag nonprofit partners; link to corporate social responsibility (CSR) report.

Post 3: “The Future of Empowered Design”

Visual: CEO quote graphic overlay on Nike HQ image.
Caption: “Empowerment begins where innovation meets empathy.” — Nike Design VP

Our next frontier? Smarter, more sustainable, and more inclusive design that moves people — and the planet — forward.

#NikeLeadership #InnovationCulture #MoveYourPower

Engagement: Drive readers to read Nike’s innovation blog.