

***Antecedent
Conditions for
Online Social
Networking
Weeks 1-3:***

- Post online social network profile
- Sign up for “Meet the Group” walks on online site

***Capitalize on Online WalkLink Network and Existing Networks
Weeks 1-12:***

- Invite friends/family/coworkers to join online networking site
- Contribute to “Discussion of the Week” on online networking site
- Post walking or exercise event on online networking site
- Attend walking or exercise event posted on online networking site
- Ask friends/family/coworkers to join walks or exercise sessions
- Post sign to announce an opportunity to walk/exercise

***Join or Create New In-Person Networks
Weeks 4-12:***

- Join community walking, hiking or other exercise group
- Train for walking event for a cause/join walking event
- Join gym/community center/exercise class/exercise facility
- Volunteer to lead walking/exercise activities (e.g., with community center, religious organization, workplace, college)

1 2 3 4 5 6 7 8 9 10 11 12

WEEKS