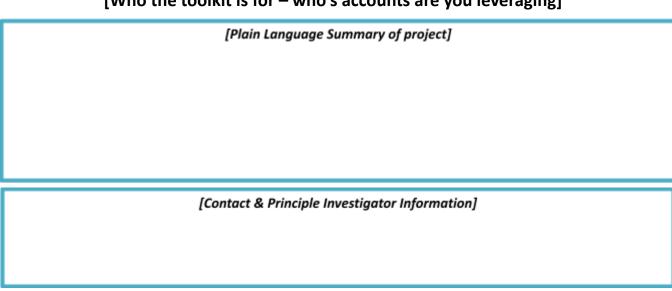
[Project Title + Logo (if applicable]

[Who the toolkit is for – who's accounts are you leveraging]



[Example Hashtags]

Recommende d	Optional
#	#
#	#
#	#
#	#
#	#

Website

- Write this so that it is as easy as possible for partners/stakeholders/other users to post on your behalf
- Try to keep things short (i.e., 500 words or less) written in plain language

[Sample Newsletter/Web Copy]	

FACEBOOK

Platform notes:

- Large character capacity means you can include a lot of written information in your post
- Allows links
- Easy to link with Eventbrite if you are promoting an event; also allows you to co-host events

[Sample Facebook Post(s)]

PHOTO OPTIONS TO GO ALONG WITH POST:

Graphic 1

Graphic 2

[Link to download photo]

[Link to download photo]

INSTAGRAM

Platform notes:

- Large character capacity means you can include a lot of written information in your post
- Requires an image
- If you need to include a link with your post, it will be difficult unless your team owns the account

[Sample Instagram Post(s)]	

ACCOUNTS - Option to tag the following accounts in the picture to reach a larger audience.

Institution	Handle

PHOTO OPTIONS TO GO ALONG WITH POST:

Graphic 1

Graphic 2

[Link to download photo]

[Link to download photo]

TWITTER

Platform notes:

- 280 character limit (including mentions, hashtags, and links)
- Visuals can help supplement your messages while increasing engagement

[Sample Twitter Post(s)]	

ACCOUNTS - Option to tag the following accounts in the tweet/reply to reach a larger audience

Institution	Handle

PHOTO OPTIONS TO GO ALONG WITH POST:

Graphic 1

Graphic 2

[Link to download photo]

[Link to download photo]

Poster

Platform Notes:

- Study Posters often don't translate well to **social media**. This is because their dimensions are too large to display correctly.
- A Study Poster may be appropriate to include on a website story/study listing.

