

# [Project Title + Logo (if applicable)]

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

*[Plain Language Summary of project]*

*[Contact & Principle Investigator Information]*

[Example Hashtags]

<i>Recommended</i>	<i>Optional</i>
#	#
#	#
#	#
#	#
#	#

## Website

Platform notes:

- 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**

[Link to download photo]

**Graphic 2**

[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.

<i>Institution</i>	<i>Handle</i>

**PHOTO OPTIONS TO GO ALONG WITH POST:**

**Graphic 1**

**Graphic 2**

## 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

<i>Institution</i>	<i>Handle</i>

**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.

