



Social Media Content, Sensitivity, & Awareness Training

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MENTIMETER POLL

- Go to www.menti.com



WHY USE SOCIAL MEDIA?

- Social Media is an effective way to reach people in your community with credible, science-based health information in a timely fashion
- Open line of communication and build trust with your community.
- Personalize and reinforce health messages that can be more easily tailored or targeted to particular audiences
- Provide education regarding the importance and safety of vaccines, clinic times, and special events.
- Serve a vital role in combatting the spread of misinformation on important public health topics.



In the U.S., eight in 10 Internet users search for health information online, and 74% of these people use social media.

GETTING STARTED

- Designate an employee(s) who will work on social media on a day-to-day basis, ensure the employee(s) designated have sufficient time in the week to create and maintain your department's profiles.
 - You can use your contract funds to hire a social media person!
- Integrate social media into your existing communication strategy.
 - Include your social media handles on any flyers, posters, websites, etc.
- Have a clear social media policy. This can include which type of content can be shared and when, who can access social media, who should respond to public inquiries and comments on social media, a timeline for response, and an appropriate process for content to be approved before it is posted.
 - [More information](#)
 - Find example social media policies online. Share yours with each other if you wish.
- Choose which social media site you will start with and go from there.
 - Facebook or Instagram are great starting points.

KEYS TO CREATING A STRONG SOCIAL MEDIA PRESENCE

- **Have a clear message and goal**
 - Define your purpose and goal with your social media presence. Know what message you want to convey with each social media post.
- **Consistency**
 - Post consistently. Aim to post once a day to 2-3 times a week.
 - Be consistent with your text font and color schemes. This will make your posts quickly recognizable to your followers.
 - Canva allows you to create brand kits so you can easily access your brand's colors, fonts, and logos. It even provides sample color palettes. (Will discuss more on Canva later)
- **Interaction**
 - Interact with other public health-oriented accounts. Follow each other!
 - Respond to positive comments and good faith questions.
 - Tag other organizations you work with and have them tag you if you collaborate on an event.

CREATING ENGAGING CONTENT

- **Factual & Reliable**
- **Clear & Concise**
- **Show Real Content**
- **Discussion Starters (in some cases)**
- **Appeasing to the Eye**
- **Develop Content Schedule**



CREATING ENGAGING CONTENT

- **Relevant, useful, and interesting**
 - Content should be relevant to your audience-consider who you are trying to reach with your message.
 - Give people practical steps to take or quality statistics or reports to use.
 - Consider what will be interesting to your audience.
 - Content should be meaningful and have a lasting impression
- **Friendly & conversational**
 - Social media is more informal, helps to be relatable.
 - Can use contractions (can't, don't, haven't)
 - Can write in first or second person (I, we, you)
- **Action-oriented**
 - Use actions verbs such as “learn”, “watch”, “join”
 - Include links to direct the reader to more information.

CREATING ENGAGING CONTENT

To quickly engage the audience:

- Give the most important information first
- Tell them what actions to take
- Explain why it is important to them



Example: Always wash hands with soap and warm water for 20 seconds before and after handling food. Food and water can carry germs that may make you and your family sick.

CLEAR & CONCISE

- Use plain language (avoid using statistics, medical jargon, or acronyms, without explaining them)
- Eliminate unnecessary words and phrases
- Highlight the positive.

Tell your audience what they should do rather than what they should not do.

Use: Wear your helmet every time you ride your bicycle.

Instead of: Do not ride your bicycle without wearing a helmet.

SHARE YOUR STORY

Show Real Content

Show content of real life. People identify and relate to real life

- Pictures
- Videos
- Missourians (community members)

Share good news

Testimonial stories

(ask permission to share or have person share their own story)

INTERACTION

Interaction is an effective way to increase the success of your teaching materials. When the audience interacts with the information provided, they are more likely to remember and act upon the information. Below are a few ideas on ways to engage your audience.

- Quizzes, widgets, videos, games, and other applications that your target audience may enjoy or find useful
- Interact with other public health-oriented accounts. Follow each other!
- Respond to positive comments and good faith questions.
- Invite your audience into the text

When posting on social media, ask audience to answer questions in the comment section

Example: “What safety measures are you taking to protect you and your family from COVID-19?”

“Have you gotten your booster shot yet? Chime in below”

WHICH IS MORE ENGAGING?

We will be hosting a back to school vaccination clinic on July 30, 2022 from 9:00am to 3:00pm. For more information visit

WW.HEALTHDEPARTMENT.COM
www.healthdepartment.com

👍 Like

💬 Comment

➦ Share

We're hosting a back to school vaccination clinic! Come make sure your child is up to date on their necessary school vaccinations. For more information visit www.healthdepartment.com/vaccineclinic

July 30, 2022
9:00 am - 3:00pm

BACK TO SCHOOL VACCINE CLINIC

Health Department
1234 West Street

Make sure your child is ready for school
and up to date on their vaccinations!

👍 Like

💬 Comment

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #1

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

**USE PLENTY OF WHITE
SPACE AND DON'T TRY TO
CRAM A WHOLE BUNCH OF
INFORMATION SUPER TIGHT
UNCOMFORTABLY NEXT TO
EACH OTHER LIKE THIS.**

ARTOFBARBELL.COM

TIP #1

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

**USE PLENTY OF
WHITE SPACE.**

ARTOFBARBELL.COM

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #2

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

Because otherwise it
just looks like you're
grabbing content
from wherever you can find it.

(please refrain from default system fonts.)

ARTOFBARBELL.COM

TIP #2

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

USE CONSISTENT
FONTS & COLORS
TO STAY ON BRAND.

ARTOFBARBELL.COM

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #3

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

↓
ADD MARGINS

← TO GIVE YOUR →

CONTENT
SOME SPACE.
↑

ARTOFBARBELL.COM

TIP #3

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

Because if you don't give your text enough space on the edges it looks uncomfortably cramped and like you didn't prepare for the space at all.

ARTOFBARBELL.COM

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #4

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

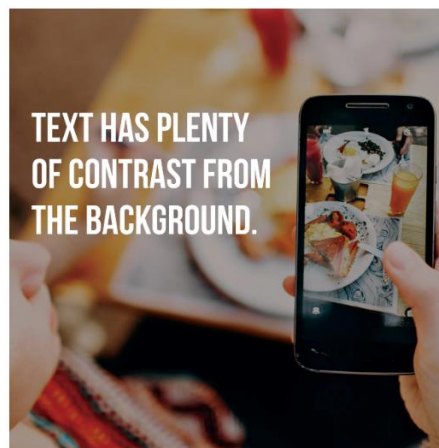
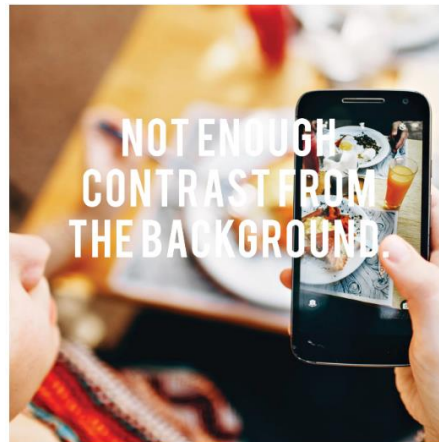
PICK A FONT COLOR
THAT HAS A

CONTRASTING VALUE

against the background.

(NOT NECESSARY A "BRIGHT" COLOR)

ARTOFBARBELL.COM



TIP #4

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

VALUE MEANS
lightness or darkness.

BRIGHT COLORS
AGAINST MEDIUM GREYS

vibrate and are not as

clear to read as on white or black.

ARTOFBARBELL.COM

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #6

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

**CENTER JUSTIFY EVERYTHING
OR
LEFT JUSTIFY EVERYTHING.**

Don't mix and match your
paragraph alignments in
the same graphic.

ARTOFBARBELL.COM

TIP #6

HOW TO IMPROVE YOUR SOCIAL MEDIA GRAPHICS

Because when you
center-justify some things
and left-justify other things,

- the whole graphic seems off balanced. look at all the white space to the right.
- none of the text feels anchored to the space
- your eyes bounce around too much.

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HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #7

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

The rag is the shape created by the ends of the lines of text in a large paragraph. Long words will cause huge gaps and breaks and create a more aggressive rag.

Also, hyphenated words look sloppy so press "enter" to purposely make lines shorter.

And, don't leave single orphan words by themselves at the end of a sentence because it looks lonely.

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TIP #7

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

**USE CONSISTENT LINE LENGTHS
ACROSS ALL LINES IN A LARGE
BLOCK OR PARAGRAPH OF TEXT.**

Avoid widows, orphans, and hyphenated words by deliberately breaking up lines rather than letting them break by default.

Also known as, "DON'T JAG THE RAG"

ARTOFBARBELL.COM

HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #9

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

INCORPORATE BLOCKS OF
BACKGROUND COLOR
TO ACCENTUATE CONTENT

AND TO BREAK UP LONGER
AREAS OF SPACE INTO SMALLER,
DIGESTABLE SECTIONS.

ARTOFBARBELL.COM

TIP #9

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

THIS ESPECIALLY HELPS
WHEN YOU HAVE TITLES OR
HEADLINES, OR NEED TO
DIVIDE YOUR CONTENT INTO
DIFFERENT PARTS FOR
ORGANIZATIONAL PURPOSES.

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HOW TO IMPROVE SOCIAL MEDIA GRAPHICS (DESIGN TIPS)

TIP #10

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

I promise that your
graphic will be just
as awesome if it
doesn't look like
it just puked
RAINBOWS.

AND GIVE YOUR LOGO / HANDLE / NAME DOWN HERE
SOME SPACE FROM THE BOTTOM FOR PETE'S SAKE.

TIP #10

HOW TO IMPROVE YOUR
SOCIAL MEDIA GRAPHICS

LESS IS MORE.

Limit your accent colors, please.

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COLOR THEORY IN MARKETING

- **RED:** red is often used in restaurants and food marketing. It has been shown to increase appetite and often causes people to eat more. You'll see red in the clearance section at a store, as it creates a sense of "rush" and "urgency," which can trigger impulsive shoppers to act quickly and buy now. From a physiological standpoint, red has been noted to increase heart rate in some individuals, leading them to think they are excited about a particular product.
- **BLUE:** blue is often used in the logos of large corporations and businesses. It's been shown to have an association with trust in a brand and a sense of security, which may be linked back to law enforcement and medical staff. It's a relatively neutral color — most people don't have strong feelings about one way or another, making it a non-invasive and safe choice.
- **YELLOW:** yellow is considered a happy and youthful color. It's association with the sun makes it a bright and optimistic color that can grab attention quickly.
- **GREEN:** green is a relaxing color, typically associated with nature and the environment. It's often associated with wealth and prosperity.
- **ORANGE:** orange is another color that can trigger impulsiveness, yet it can also be seen as an aggressive color. People often perceive it represent a cheerful and friendly brand, **although it's important to note that while it is perceived as warm, it's also a color associated with caution (*think construction zone signs, traffic cones, etc.*)**.
- **PURPLE:** purple is a calm color, often used in beauty product packaging. **It's associated with creativity and imagination, yet is also perceived as a wise color, likely due to its roots as a color associated with *royalty* and *success*.**

Using Canva

- Canva is an online design and publishing tool used to create and design visual content.
- Ready to use template- Just enter content
- Or create your own
- **It's free!**
- Canva Pro for nonprofits allows you access to premium templates and graphics.
- **It's free!**

Canva's Nonprofit Program

1. Registered nonprofits
2. Social impact organizations with a mission consistent with a public or community benefit
3. Public health organizations, and government entities assisting with public health

Required documentation

Note: Documentation required varies based on your organization type.

1. **Registered nonprofit organizations (on a per country basis)**



Using Canva (How to Start A Project)

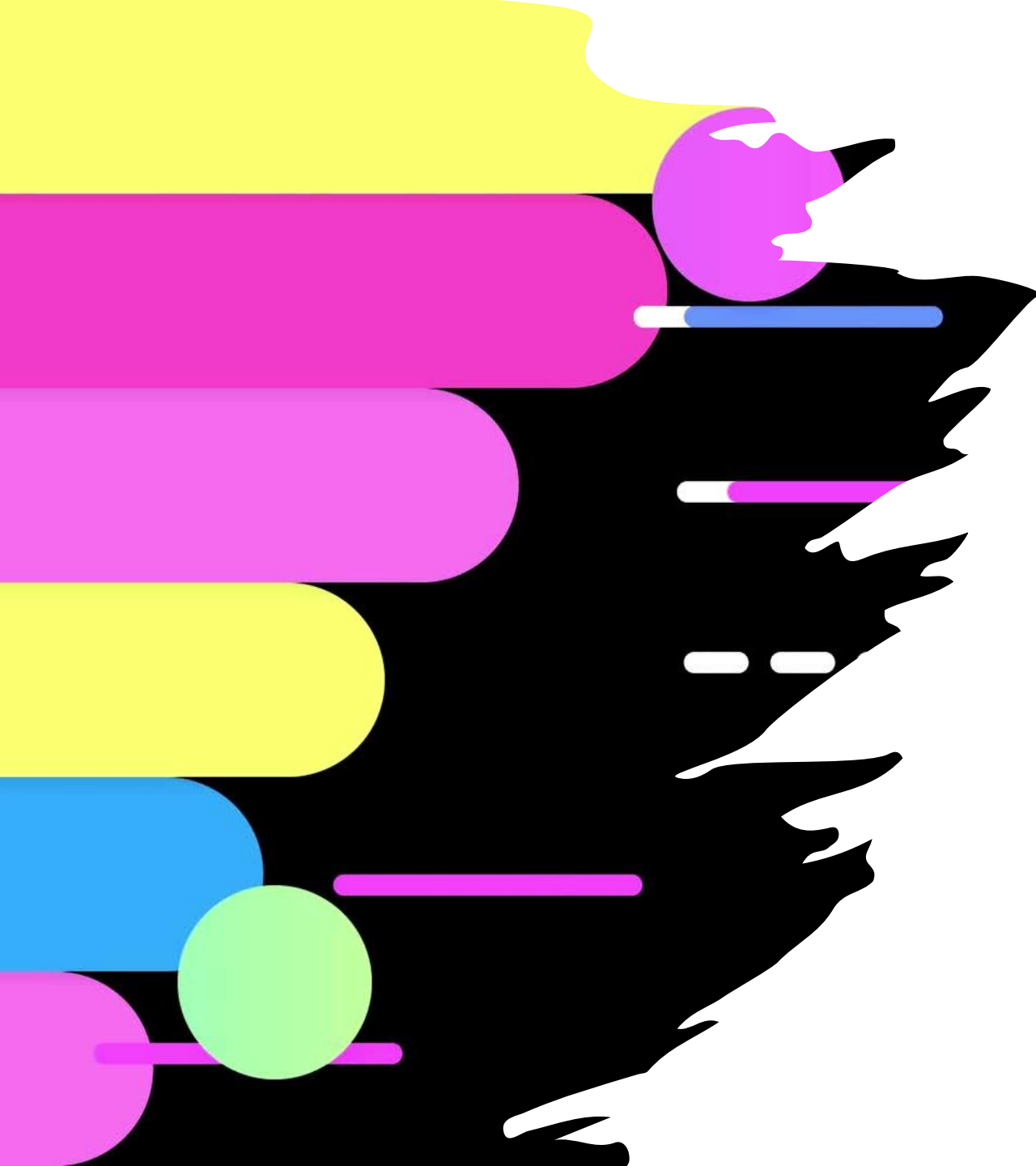
- Open Canva in web browser.
(www.canva.com)

Multiple Ways to Start a Project

1. Use the search bar to find a template
2. Use the menu tab with the three horizontal lines at the top and choose templates.
3. Use key words right under the search bar

OR

- Start from scratch (Create Blank)

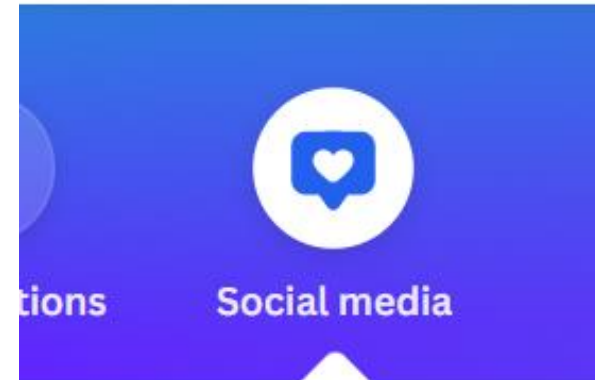


USING CANVA TO CREATE SOCIAL MEDIA CONTENT

- Click on social media icon
- What's popular-Facebook and Instagram.
- Select the site you want to use
- Type of Post (Post, Ad, Story, Video, Cover, Reel, etc.) (Blank)

OR

Use the Templates for each post type



🏠 Home

Filters

Style

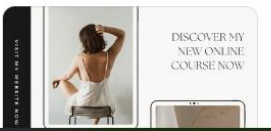
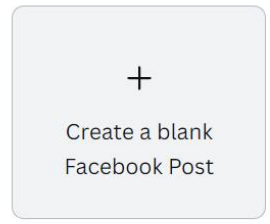
- Modern (98K)
- Minimalist (80K)
- Simple (52K)
- Elegant (31K)
- Aesthetic (24K)
- Happy (22K)
- + View more

Theme

facebook posts

156,698 templates

Templates Your projects



🏠 Home

Filters

Style

- Minimalist (210K)
- Modern (200K)
- Simple (130K)
- Elegant (73K)
- Aesthetic (60K)
- Colorful (46K)

+ View more

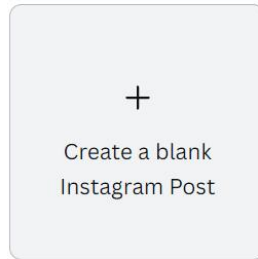
Theme

instagram posts

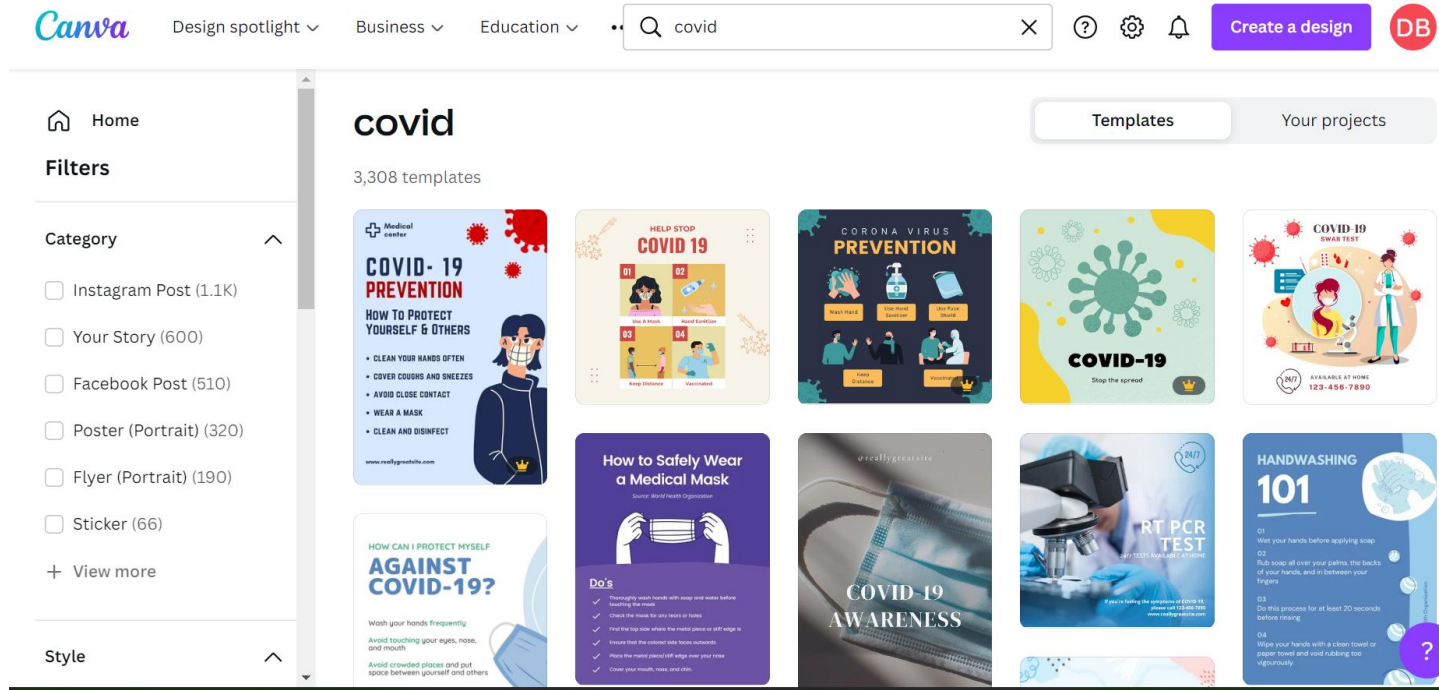
384,223 templates

Templates

Your projects



Over 3,000 templates mention COVID-19



A person wearing a plaid shirt is sitting at a desk. They are holding a yellow pencil and pointing it at a color palette on a piece of paper. In the background, there is a laptop and some sticky notes.

Resources for Using Canva

- For more detailed information on how to use Canva and how to create content please follow the links below:
- [A beginner's guide to using Canva](#)
- [A step-by-step guide to designing from scratch \(canva.com\)](#)

EXAMPLES OF POSTS ON INSTAGRAM



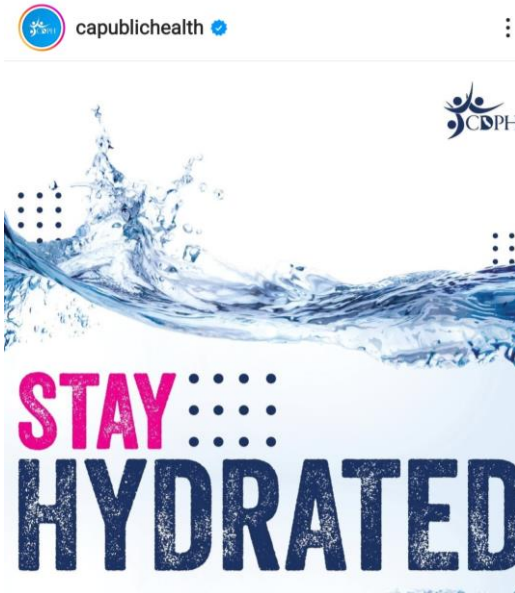
55 likes

capublichealth If you have COVID-19 symptoms, talk to a health care provider about treatment options or visit a Test to Treat location (a one-stop testing and treatment site) to see if you qualify for a COVID-19 treatment that can help keep you out of the hospital.

Learn more about treatments and how to get them at bit.ly/CA_COVIDTreatments. #COVIDTreatment #TestToTreat

*While treatments are an essential tool in the fight against COVID-19, vaccines are how we get through the pandemic. Go to myturn.ca.gov to book your appointment to find a walk-in clinic near you.

View all 4 comments



64 likes

capublichealth Drink 8 8oz glasses of water daily and eat plenty of healthy foods like fruits and veggies to keep you hydrated.

If you drink caffeinated or alcoholic beverages, alternate them with water throughout the day. To learn more about keeping hydrated this summer, visit <https://bit.ly/CDCkeephydrated>



16 likes

capublichealth 满6个月的孩子现在可以接种安全、有效的 COVID-19疫苗啦。给您自己一份安心。帮助... more

View 1 comment

7 days ago • See translation

EXAMPLES OF POSTS ON FACEBOOK

California Department of Public Health ✓
 July 6 at 5:49 PM · Instagram · 🌐

California COVID-19, By The Numbers:

- ◆ Average daily cases: 15,996
- ◆ Note: Numbers may not represent true day-over-day change as reporting of test results can be delayed

More information at <http://cdph.ca.gov/covid19>

Números del #COVID19 en California:

- ◆ Promedio diario casos: 15,996
- ◆ Nota: Es posible que los números no representen los cambios verdaderos de un día a otro, ya que el informe de los resultados de las pruebas puede retrasarse

California COVID-19 By the Numbers JULY 5, 2022	
VACCINES*	TESTS
35,219 Daily Average	15.0% Test Positivity
84.0% Of Population Vaccinated	HOSPITALIZATIONS
77,630,160 Total Administration	4,035 Total
CASES*	DEATHS
15,996 Daily Average	17 Daily Average
39.9 New Cases (Per 100k)	0.04 New Deaths (Per 100k)

*Vaccines administered updated July 1, 2022.
*Cases, hospitalizations, and deaths updated July 5, 2022.

61 14 Comments 17 Shares

California Department of Public Health ✓ · Follow
 Jun 29 · 🌐

Our #COVID19 toolkit is full of options to prevent infection and serious illness. Vaccines, masking, testing, ventilation, and treatments all ... See more

We have the tools to stop COVID-19

COVID-19 TOOLS

112 47 comments · 20 shares

California Department of Public Health ✓ · Follow
 Jun 22 · 🌐

Some parts of California expect excessive heat today (6/22) through 10 p.m. tonight.... See more

HEAT WARNING

HIGH HEAT RISK POSSIBLE THROUGH 10 P.M. TONIGHT JUNE 22ND

HIGH CHANCE OF HEAT STRESS OR ILLNESS TO PEOPLE OR ANIMALS

PRECAUTIONS:

- DRINK EXTRA WATER
- AVOID OUTDOOR STRENUOUS ACTIVITIES FROM 10 A.M. - 8 P.M.
- PLAN TO BE IN AN AIR-CONDITIONED BUILDING IF POSSIBLE

FOR MORE INFORMATION: WEATHER.GOV/HEAT

384 22 comments · 347 shares

EXAMPLES OF POSTS (TWEETS) ON TWITTER

CA Public Health Retweeted

CA Public Health @CAPublicHealth · Jun 16

Protégete a ti y a tu familia quedándote en casa & haciéndote la prueba (aún si estás vacunado) si estás enfermo. Todas las personas pueden transmitir los gérmenes a otras personas cuando presentan síntomas




Protégete a ti y a tu familia... quedándote en casa & haciéndote la prueba si estás enfermo, aún si estás vacunado.

CA Public Health

CA Public Health Retweeted

CA Public Health @CAPublicHealth · Jun 17

There are treatments available to prevent severe illness and hospitalization from #COVID19. It's best to take treatments soon after symptoms begin. If you have symptoms, talk to a health care provider to discuss your options, or find a Test to Treat location right away.



If you have COVID-19 symptoms:

- Talk to a health care provider about treatment options
- OR
- Visit a Test to Treat location

CA Public Health

CA Public Health Retweeted

CA Public Health @CAPublicHealth · Jun 9

We get it! Ask us your questions on WhatsApp, and we'll get you the facts. #CAPublicHealth #VaccinateALL58



Hesitant about getting the COVID-19 vaccine?

WhatsApp

Vaccinate ALL 58

CA Public Health Retweeted

CA Public Health @CAPublicHealth · Jun 9

Protect yourself and your family by staying home and getting tested (even if you're vaccinated) if you feel sick. Everyone can spread germs to others when they have symptoms.

SOCIAL MEDIA ENGAGEMENT STUDY

The study examined posts made by Fitbit and Garmin on Facebook, Twitter, and Instagram over a 3-month period.

The objective of the study was to understand which creative elements (message content and design) they use in their communication to their audience, which social media platforms attract the most engagement, and which creative elements prompted the most engagement.

Results: Engagement on Instagram was 30-200 times higher than on Facebook, or Twitter. Fitbit and Garmin tended to use different creative elements from one another. A higher engagement was achieved by posts featuring an image of the product, highlighting new product features and with themes of self-improvement.

Findings suggest that Instagram may be a particularly promising platform for delivering engaging health messaging. Health messages which incorporate inspirational imagery and focus on a tangible product appear to achieve the highest engagement.



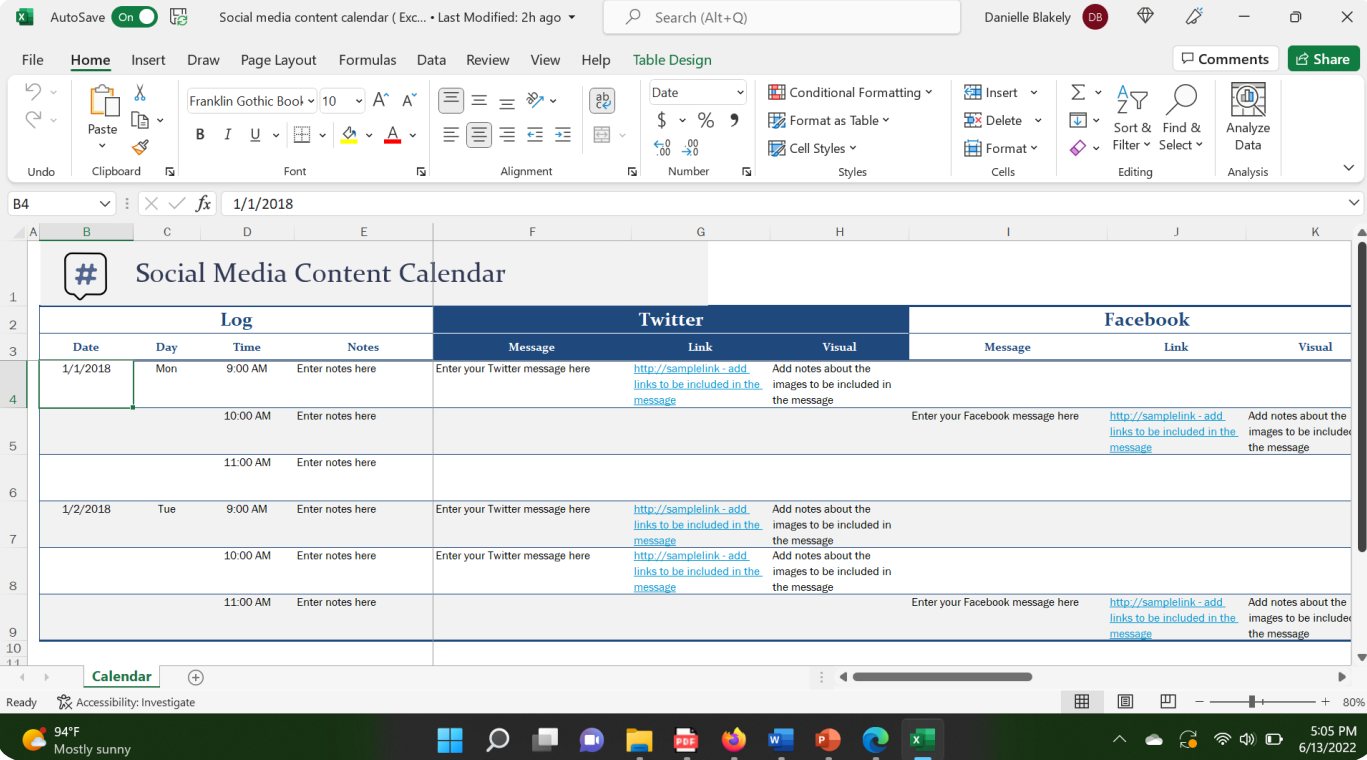
Create a Schedule

Staying Organized

SOCIAL MEDIA CONTENT CALENDAR

- Setting a regular posting schedule will help engage followers. Stay Organized & On Track!
- When to Post
- Where to Post
- What to Post
- How often
- DIY or Automate
- You can use a social media content calendar
 - (templates available on Microsoft Office Suite under Excel)
- Or
 - Purchase or Use FREE tools online
 - (Hootsuite, Loomly, Sprout Social, CoSchedule, etc)

Note You can use your contract funds for a third-party social media content manager if needed



The screenshot shows an Excel spreadsheet titled "Social Media Content Calendar" with a table structure for scheduling posts. The table has columns for Date, Day, Time, Notes, and content for Twitter and Facebook. The Twitter section includes columns for Message, Link, and Visual, while the Facebook section includes Message, Link, and Visual.

Log				Twitter			Facebook		
Date	Day	Time	Notes	Message	Link	Visual	Message	Link	Visual
1/1/2018	Mon	9:00 AM	Enter notes here	Enter your Twitter message here	http://samplelink-add-links-to-be-included-in-the-message	Add notes about the images to be included in the message	Enter your Facebook message here	http://samplelink-add-links-to-be-included-in-the-message	Add notes about the images to be included in the message
		10:00 AM	Enter notes here						
		11:00 AM	Enter notes here						
1/2/2018	Tue	9:00 AM	Enter notes here	Enter your Twitter message here	http://samplelink-add-links-to-be-included-in-the-message	Add notes about the images to be included in the message			
		10:00 AM	Enter notes here	Enter your Twitter message here	http://samplelink-add-links-to-be-included-in-the-message	Add notes about the images to be included in the message			
		11:00 AM	Enter notes here				Enter your Facebook message here	http://samplelink-add-links-to-be-included-in-the-message	Add notes about the images to be included in the message

Set Your Color-Coding Scheme to Keep Organized

There is a trick to keep track of your content: [color-coding](#). In your template, you'll notice a color key at the end of every month. Simply color-code posts that correspond with different campaigns, events, or promotions you'll have planned throughout the year:



The screenshot shows the Microsoft Excel interface with the 'Home' tab selected. The ribbon includes options for Paste, font settings (Arial, size 10, bold, italic, underline), paragraph settings (bullet points, indent), and alignment (center, justify, wrap text, merge & center). The active cell is B4, containing the text 'A post ...'. A color picker is open, showing 'Theme Colors' and 'Standard Colors'. The spreadsheet below shows a table with columns A, D, E, and F. Row 1 is a header row. Row 2 is labeled 'Week 1'. Row 3 is labeled 'Channel' and is highlighted in yellow. Row 4 is labeled 'Facebook' and is highlighted in light blue. Row 5 is labeled 'Facebook' and is highlighted in light blue. Row 6 is labeled 'Facebook' and is highlighted in light blue. Row 7 is labeled 'Twitter' and is highlighted in light green. The table structure is as follows:

	A	D	E	F
1				
2	Week 1			
3	Channel			
4	Facebook	URL	Time	Content
5	Facebook	search	INSERT URL	12:00
6	Facebook			
7	Twitter			

WHEN TO POST ON SOCIAL MEDIA

Facebook



Twitter



Instagram



SOCIAL MEDIA DEMOGRAPHICS



Facebook

- Number of monthly active users: 2.91 billion
- Largest age group: 25-34 (31.5%)
- Gender: 43% female, 57% male (no data on other genders)
- Time spent per day: 33 minutes



Twitter

- Number of daily active users: 211 million (up from 187 million)
- Largest age group: 18-29 (42%)
- Gender: 38.4% female, 61.6% male (no data on other genders)
- Time spent per day: 31 minutes



Instagram

- Number of monthly active users: 2 billion
- Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%
- Gender: 48.4% female, 51.8% male (no data on other genders)
- Time spent per day: 29 minutes



How to handle negativity on social media

What to do?

RULES FOR NEGATIVE SOCIAL MEDIA COMMENTS



- Don't take it personal
- Stop, Breathe, Step Away-Take a break
- Always remain professional
- Report
- Ensure your social media policy covers how to handle negativity on social media.
- If you have a lawyer in-house, have them review it to ensure you are in line with first amendment rights.

Ask yourself the following:

- Is the person commenting in good faith?
- Are they open to a productive conversation?
- Are they purposefully trying to get a reaction?

HANDLING NEGATIVITY SOCIAL MEDIA

Things to Remember

- Prepare your workplace, office, and/or institution by training staff to recognize signs of an attack, how to respond, and when to notify leadership.
- Recognize signs of an attack, how to respond, and when to notify leadership
- Staff responsible for monitoring accounts should be trained to look for the following:
 - A spike in or higher than usual volume of negative comments
 - Unusually rude or mean comments from new accounts
 - Negative comments from suspicious, anonymous, or bot-like accounts

SUPPORT

Shots Heard Round the World (Shots Heard or SH)

A rapid-response digital cavalry dedicated to protecting the social media pages of health care providers and practices.

Toolkit available:

[Shots+Heard+Toolkit.pdf \(squarespace.com\)](#)

Or visit <https://www.shotsheard.org/>

Click on Toolkit



RESOURCES

- **Premade Social Media Tool kits**

Premade toolkits are created by organizations such as CDC, FDA, NACCHO, etc. with graphics and text already made and ready for you to post to your socials.

- [Social Media Content Calendar Template \(Can also access from Microsoft Office\)](#)
- [Shots+Heard+Toolkit.pdf \(squarespace.com\)](#)
- [A beginner's guide to using Canva](#)
- [A step-by-step guide to designing from scratch \(canva.com\)](#)

- [Social Media 101 for National Public Health Week 2019 \(Video\)](#)
- [Adapting Public Health Messages for Social Media: Tips You Can Use With Your Communities \(Video\)](#)
- [Canva for Nonprofits eligibility guidelines | Canva](#)
- **[Resources for How to Create Social Media Accounts](#)**
 - [How do I create an Instagram account?](#)
 - [Set Up a Business Account on Instagram](#)
 - [How to post on Instagram \(Fast-forward to 0:55 seconds\)](#)
 - [How to Set up your Twitter Account](#)
 - [Create a Twitter Profile for Your Business](#)
 - [Create a Facebook Page for Your Business](#)
 - [Explore How to Set Up a Facebook Page](#)
- **[Resources for Creating Social Media Content](#)**
 - [NACCHO Social Media Toolkit – Primer for Local Health Departments](#)
 - [CDC Guidelines for Public Comments](#)
 - [CDC Social Media Tools, Guidelines & Best Practices](#)
 - [CDC's Guide to Writing for Social Media](#)
 - [Simply Put: A guide for creating easy-to-understand materials](#)
 - [Link for Tips on Improve the Design of Social Media Graphics](#)

Social Media Toolkits

- [FDA #VaccinesReady Social Media Toolkit \(COVID-19 Vaccines\)](#)
- [We Can Do This COVID-19 Public Education Campaign Toolkit](#)
- [CDC Social Media Toolkit \(Flu Vaccines\)](#)
- [CDC Social Media Toolkit: COVID-19 Vaccines for Children/Teens](#)
- **Hashtag Ideas (For Instagram and Twitter)**
 - [#CancelCovid; #CovidVaccine; #ImVaccinated; #IGotVaccinated; #VaccinesSaveLives; #VaccinesWork; #TheTruthAboutCovid; #CovidTruths; #CovidMyths; #LifeInAPandemic; #PublicHealth; #VaccinesWork; #ChooseToVaccinate; #ImmunizetoSaveLives; #Vaccines](#)
 - [Instagram Accounts You Can Follow:](#)
 - [Each other!; American Public Health; This is Public Health; CaPublicHealth; ImmunizeOrg; ShotAtLife](#)
 - [Social Media Demographics Data](#)