



## SOCIAL MEDIA TOOLKIT FOR PARTNERS

### **STAY TRUE TO YOU:**

Community Impact Initiative to Reduce Unintended Pregnancy in Rochester

#### FACEBOOK TOOLS

- Ideally, post 1x/day maximum to 1x/week minimum
- Follow Causewave's Facebook page at: <https://www.facebook.com/Causewave/>.
- Tag Causewave Community Partners by including "@Causewave" in each post. This will let us know you showed support and allow us to like your post, which in turn, helps it be seen by even more people.
- Include these hashtags in every post: **#staytrue2u #knowyouroptions #strongsmartwomen**. They allow people to search for all content pertaining to our cause.
- Please reshare, like and comment on any content relating to the campaign, including Causewave's posts from our Facebook for this campaign; liking and commenting on our posts will also help more people to see them.
- Keep post copy as close to 125 characters in length as possible. You can check characters online here: <http://www.charactercountonline.com/>. After 125 characters, your post copy might get truncated and people will have to click the "... " to read the entire text.
- Within your post copy, **always** include a call-to-action of "Visit [staytrue2u.org](http://staytrue2u.org) for more information" or "Learn more at [staytrue2u.org](http://staytrue2u.org)".
- **Always include an image with your post!**

Prepared Posts (Cut and Paste text below into your post with an image):

- Post 1:  
*Implant. IUD. Shot. Pill. Plus, way more! You've got more birth control options than you know. And they're all FREE. Learn more at [staytrue2u.org](http://staytrue2u.org) #staytrue2u #knowyouroptions #strongsmartwomen*
- Post 2:  
*DYK the most effective forms of birth control? Even better, you can get them all for FREE. You have more options than you know. Visit [staytrue2u.org](http://staytrue2u.org) for more information. #staytrue2u #knowyouroptions #strongsmartwomen*

Images (sized correctly for this platform)- separate images



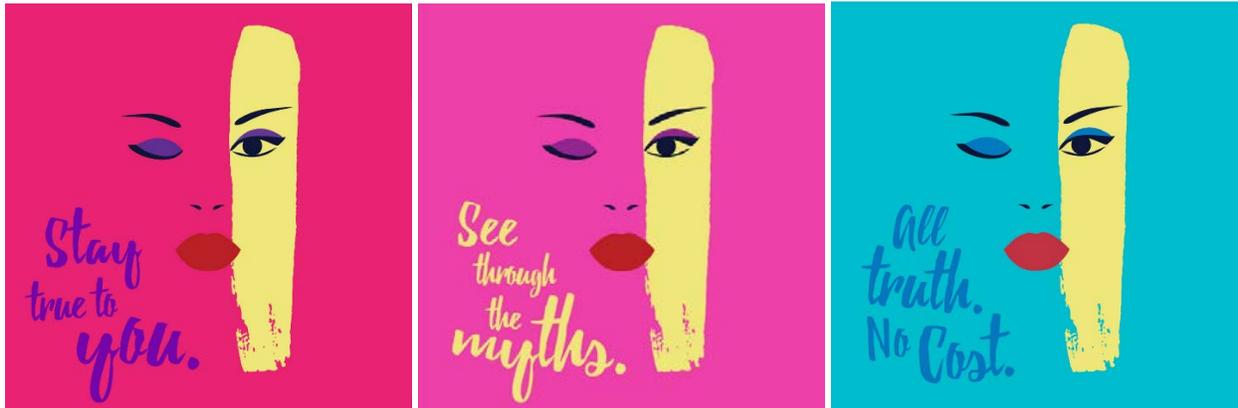
## INSTAGRAM TOOLS

- Ideally, post 1x/day maximum to 1x/week minimum.
- Follow Causewave’s Instagram account at: <https://www.instagram.com/causewave/>
- Confirm Causewave has followed your organization’s account (contact Stacey Saracene [ssaracene@causewave.org](mailto:ssaracene@causewave.org), if not).
- Tag Causewave Community Partners by including our handle “@Causewave” in each post. This will let us know you showed support and allow us to “heart” your post, which in turn, helps it be seen by even more people.
- Include these hashtags in every post: **#staytrue2u #knowyouroptions #strongsmartwomen**. Putting them on their own line is helpful for visibility. Hashtags allow people to search for all content pertaining to our cause.
- Please regram any content we post from our Instagram handle for this campaign. “Hearting” and commenting on our posts will also help more people to see them.
- Keep post copy as close to 125 characters in length as possible. You can check characters online here: <http://www.charactercountonline.com/>. After 125 characters, your post copy might get truncated and people will have to click the “...” to read the entire text.
- Within your post copy, always include a call-to-action of “Visit [staytrue2u.org](http://staytrue2u.org)” or “Learn more at [staytrue2u.org](http://staytrue2u.org)”.
- **Always include an image with your post!**

### Prepared Posts (Cut and Paste text below into your post with an image):

- Post 1:  
*You’ve got more birth control options than you know. And they’re all FREE. Learn more at [staytrue2u.org](http://staytrue2u.org) #staytrue2u #knowyouroptions #strongsmartwomen*
- Post 2:  
*DYK implants, hormonal IUDs, and non-hormonal IUDs are all 99%+ effective forms of birth control? You have more options than you know--all for FREE. Visit [staytrue2u.org](http://staytrue2u.org) #staytrue2u #knowyouroptions #strongsmartwomen*

Images (sized correctly for this platform)- separate images



## TWITTER TOOLS

- Ideally, post 3x/day maximum to 1x/week minimum.
- Follow Causewave’s Twitter account at: <https://twitter.com/Causewave>
- Confirm Causewave has followed your organization’s account (contact Stacey Saracene [ssaracene@causewave.org](mailto:ssaracene@causewave.org), if not).
- Tag Causewave Community Partners by including our handle “@Causewave” in each post. This will let us know you showed support and allow us to “heart” your post, which in turn, helps it be seen by even more people.
- Include at least #staytrue2u in every post. Add #knowyouroptions and #strongsmartwomen, if you have enough characters. They allow people to search for all content pertaining to our cause.
- Please retweet any content we post from our Instagram handle for this campaign. “Hearting” and replying on our posts will also help more people to see them.
- Keep post copy to 280 characters. You can check characters online here: <http://www.charactercountonline.com/>. Twitter will not allow you to post anything longer than that.
- Within your post copy, always include “[staytrue2u.org](http://staytrue2u.org)”, so people know where to go to learn more. Add “visit” or “go to” in front, if you have enough characters.
- **Always include an image with your post!**

Prepared Posts (Cut and Paste text below into your post with an image):

- Post 1:  
*All truth. No cost. There are SO many birth control options. And they’re ALL FREE. Visit [staytrue2u.org](http://staytrue2u.org) #staytrue2u #knowyouroptions #strongsmartwomen*
- Post 2:  
*See through the myths. You’ve got more birth control options than you know--all for FREE. Go to [staytrue2u.org](http://staytrue2u.org) #staytrue2u #knowyouroptions #strongsmartwomen*



Images (sized correctly for this platform)- one image

