



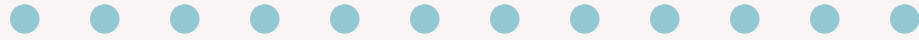
# Social Media Toolkits 101

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APHA SOCIAL MEDIA LAB | 2021

# Your speakers



Emma Kane

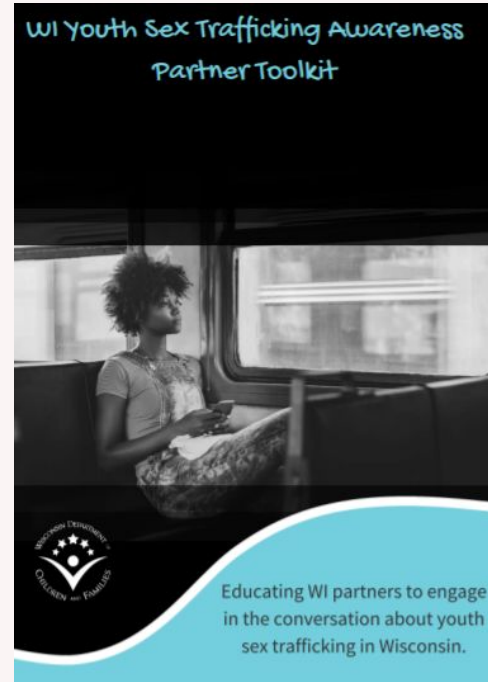


Aisha Moore

# What is a social media toolkit?

A social media toolkit contains resources that you can use to streamline your social media campaigns on social media platforms. It's similar to a media kit, but instead of elements for reporters like press releases and press mentions, it contains information for social media marketing.

[Wisconsin Youth Sex Trafficking Awareness Partner Toolkit](#)



# Why create a toolkit?

- Little to no cost
- Amplify key messages
- Don't need your own social media presence
- Measurable results
- Standardized language

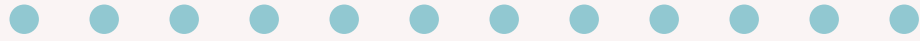
The image displays three social media graphics arranged horizontally. The first graphic on the left has a dark teal background and white text. The middle graphic has a white background with a light blue telephone handset icon and blue text. The third graphic on the right also has a white background with a light blue telephone handset icon and blue text.

**Physically distant, socially connected.**  
Our telehealth services are available to you whenever you need them.  
Schedule a virtual appointment with us today.

**Need a refill?**  
Call our office to refill your prescription.  
Some pharmacies even offer home delivery, so you can receive your prescription without leaving your couch!

**Pick up the phone!**  
It can be easy to feel lonely and disconnected right now.  
Reach out to friends via text, direct message, or video chat.

# Toolkit Example



[Save your Breath Campaign Toolkit](#)



# Creating your Toolkit



## Deciding what to include

- About toolkit / organization
  - How to use toolkit
  - Your website
  - Contact information
- Social media messages and images
  - Which platforms
  - Include images for each platform
  - Hashtags
  - Your organization's handles
- Standardized email language

About the Campaign.....	3
6 Things You Can Do.....	4
Example of Web or Newsletter Content.....	5
Using Hashtags to Engage Online.....	6
Campaign Messages.....	7-12
Best Practices.....	13-14
Social Media Platforms.....	15
Online Resources.....	16

# Creating your Toolkit



## Free resources for creating your toolkit

1. Google Docs: Collaborative suite
2. [Canva](#): Easy to use design templates
3. [Unsplash](#): Find royalty free images
4. [The Healthcare Hashtag Project](#): Identify relevant hashtags

# Promoting your Toolkit



- Send an email blast
- Link toolkit on your website
- Promote on your own socials
- Share with local influencers or champions in your field



## Social Host Law RI

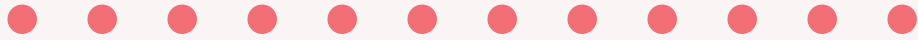
Published by Emma Kane  · June 15 · 



Want to help share our Rhode Rules for #RI? Check out our Partner social media toolkit which includes tips for success, sample messages, and images that will support communication of the Rhode Island Social Hosting Law. [bit.ly/SocialHostRI](https://bit.ly/SocialHostRI)



# Measuring the Impact of your Toolkit



- Create a unique custom hashtag (#) for the toolkit for tracking
- Use bit.ly's for tracking analytics on each link





**THANK YOU**

Are there any questions?

