

Social Media Tips

DON'T STOP!

In your messaging, let followers know about the progress you're making.

- Tell them the story of your journey.
- What successes are you encountering along the way?
- Take pictures to share with your story.
- Tag those helping you, add hashtags, and mention that the award was made possible by the Kansas PDG B-5 Grant. See more on this under Posting Tips.

POSTING TIPS

- Consider posting on your organization page and personal page.
 - You'll broaden your audience.
 - On Facebook, you can tag individuals who may be key to your project on your personal page that you can't tag on your organization page.
- When posting on your personal Facebook page, change the audience to public.
- Always use an image. We've included options, but you may use photos of your organization.
- Tag those who are helping you and are a part of your success.
 - On Twitter, tag the Kansas Children's Cabinet @KCCTF
- Include that the award was made possible by the Kansas PDG B-5 Grant.
- Hashtags you can include:
 - #AllinforKansasKids
 - #KansasPDGB5
- Our @KCCTF page may retweet posts you've tagged us in to amplify your message.

If you have any questions about social media strategy or would like to coordinate communication with the Kansas Children's Cabinet team, email Digital Strategist Erika Gray at erikagray@ku.edu.

