"Belonging Begins With Us" Social Assets Guidelines

*Please keep the following social guidelines in mind when posting to organizational and leadership social channels. We encourage you to use the hashtag **#BelongingBeginsWithUs** anytime your organization shares relevant content that highlights belonging and community connections.*

Posting Guidelines

The toolkit includes recommended social media content which you are welcome to adapt, as needed, for your own voice and audience. We have customizable assets available that can also be used to showcase your organization's support of the campaign publicly.

- **Facebook:**
  - Campaign URL: BelongingBeginsWithUs.org
  - Include a campaign social asset from the toolkit or share the PSA link (YouTube link to come once campaign has launched)
  - Leverage our customizable campaign assets to plug in your organization's logo, individual headshots, images that tie to personal stories of belonging and/or objects of belonging, etc.
  - Leverage FB Stories' "Learn More" feature to drive to the PSA on YouTube and/or our campaign landing page.
- **Twitter:**
  - Tweets have a 280-character limit
  - Tweets that include links have a 257-character limit
  - Images are not counted in the character limit
  - Include a campaign social asset from the toolkit or share the PSA link (YouTube link to come once campaign has launched)
  - Leverage our customizable campaign assets to plug in your organization's logo, individual headshots, images that tie to personal stories of belonging and/or objects of belonging, etc.
- **Instagram:**
  - Include a campaign social asset from the toolkit or share the PSA link (YouTube link to come once campaign has launched)
  - Leverage our customizable campaign assets to plug in your organization's logo, individual headshots, images that tie to personal stories of belonging and/or objects of belonging, etc.
  - IG Story in-app features to consider:
    - Countdown sticker: Use this to count down the time left leading up to an event that your organization is hosting around belonging and creating welcoming spaces.
    - Question sticker: Engage with followers by using this sticker to ask questions about belonging. Responses can be shared publicly via Stories.
    - Poll sticker: Engage with followers by creating a poll that they can vote on around the topic of belonging.

- GIFs: Use the search bar and type in key words of anything you'd like to add to the story frames to make it more personal to your organization.

- **LinkedIn:**
  - Campaign URL: BelongingBeginsWithUs.org
  - Include a campaign social asset from the toolkit or share the PSA link (YouTube link to come once campaign has launched)
  - Leverage our customizable campaign assets to plug in your organization's logo, individual headshots, images that tie to personal stories of belonging and/or objects of belonging, etc.
  - See "Long-Form Content Ideas" document in the "Press Materials" section of the toolkit for ideas for thought leadership content.