

Indiana Center for  
**PREVENTION**  
of Youth Abuse & Suicide

## **Social Media Toolkit**



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# Engagement

**Create engaging posts.** Across all platforms, recommended elements of an engaging social media post include:

- Accessible language
- Special characters/emojis
- Visuals (images or videos)
- Warm colors
- Line breaks/appealing, easy-to-read format
- Call to action
- Quotes
- Hashtags
- Mentions (tagging other users or organizations)

**Include a call action.** What should the user do next and why?

- Posts should ideally contain a call to action, something as simple as asking a user to like or share the post, or to click a link to enroll in training
- A simple or fun call to action can encourage users to engage with a post, which could lead to users continuing to engage with posts in the future

**Include storytelling.** Posts that utilize storytelling can captivate user attention.

- Feature staff or community members who can share their testimonials
- Use photos that feature real people
- Create slide deck posts with parts of a story on each slide
- Tell stories with a series of consecutive, chronological posts

**Stay active.** Social media accounts must remain active.

- If the account is not being utilized, the account should be deleted and any links to this account should be removed
- Accounts should post regularly and follow a schedule for consistency

**Stay relevant.** Accounts should monitor and incorporate trending content.

- Monitor updates and trends in hashtags, memes, and verbiage
- Follow trending hashtags
- Analyze the social media metrics for each account on each platform

**Make content accessible.** Posts should include accessible options so as to make content accessible and aligned with ADA standards.

- Add captions to video posts
- Enable alternate text for descriptions of photos and visual posts



# Composing Posts

**Photographs.** Human-centric stories and posts perform extremely well across all demographics. By building upon the anchor point of personal connection and storytelling, posts become personal, engaging, and relatable. Our research has found that accounts that utilize this form of engagement (e.g. Humans of New York) draw substantial appeal and attention. *Note: Always make sure you have written consent of your subject before posting.*

**Color Scheme.** Colors express emotions and feelings, while also conveying a message. Keep in mind that cool tones express feelings of sadness, while warm tones are used to show hope and happiness. Using complementary colors will help your posts stand out and promote engagement.

- We are proposing you continue to use your 3 primary colors found in your logo, lower the light blue tint to 25%, and add 4 new color options
- The addition of 4 new colors to the existing color scheme will complement the original colors, add warmth, brighten your posts, and grab your audiences' attention
- During our research, this new color scheme was chosen 82% of the time when compared to ICPYAS' original color scheme

Primary colors	Pantone 307C C100 M50 Y19 K3 R0 G109 B158 Hex 006d9e	Pantone 3278C C100 M11 Y69 K1 R0 G152 B121 Hex 009879	Pantone 424C C57 M47 Y48 K14 R112 G115 B114 Hex 707372	Pantone 307C 25% tint C100 M50 Y19 K3 R0 G109 B158 Hex 006d9e
Secondary colors	C0 M40 Y80 K0 R255 G153 B51 Hex ff9933	C36 M0 Y8 K4 R153 G246 B226 Hex 99f6e2	C0 M16 Y98 K2 R249 G207 B0 Hex f9cf00	C9 M30 Y0 K1 R230 G175 B252 Hex e6affc

**Fonts.** Type that is non-decorative should stay consistent with the logo style guide. The fonts used in the logo are below.

Proxima Nova Light  
Proxima Nova Regular  
Proxima Nova Semibold  
Proxima Nova Bold





# ADA Compliance

The American Disabilities Act developed Standards for Accessible Design in 2010. In order to comply with this act, all electronic and information technology must be accessible to people with disabilities. Here are some tips to help make your posts ADA compliant:

- Use video subtitles and closed captions
- List contact information on your social media pages
- Don't assume your audience is familiar with acronyms, explain any used
- Add captions to photos that explain the image
- Use CamelCase for hashtags with multiple words
- Be aware that emojis are read aloud by screen readers
- Ensure the text is readable in size, color contrast, and font
- Write in plain language
- Choose common and easy to understand words
- Use clear, short sentences and avoid run-on sentences
- Write in the active voice not passive voice



Example:  
The emoji below  
is read as  
“clapping hands”



# Community Relations

Collaboration with other organizations in the community that have strong social media followings can boost your online presence. Seek accounts with similar pursuits who may be interested in joint posts or shout-outs for an opportunity to engage a new audience.

- Involve stakeholders or social media ambassadors in co-designing posts
- Share your posting schedule with 5-10 ambassadors who will commit to sharing and discussing the post on their pages
- Schedule 2-3 times/week to interact with like-minded organizations
- To gain a following on social media, organizations need to:
  - Interact with and advocate for related organizations
  - Connect with other organizations to collaborate
  - Invest money in social media accounts



# Communication Plan

Focus on the social media platforms where you can maintain consistent and meaningful engagement and create a post/engagement plan to follow.

See a sample communication plan calendar below.

- The best time for non-profits to post are Wednesday and Friday at 8–9am
- Avoid posting on weekends, but engaging with others then is fine
- Delegate people/connections to share content and amplify your posts
- Utilize platform tools (like scheduling posts on Facebook) or offsite social media scheduling tools
- Make connections with like minded organizations (consider partnerships through joint trainings)

SUN	MON	TUE	WED	THU	FRI	SAT
01 Passive engagement with other organizations	02 Active engagement with other organizations.	03 Active engagement with like and different organizations.	04 Post on Facebook between 8-9 am Post on LinkedIn between 3-4 pm	05 Post on LinkedIn between 12-3 pm Post on Instagram at 5 am or in the afternoon	06 Post on Instagram in the afternoon Post on Facebook between 8-9 am	07 Passive engagement with other organizations
08 Passive engagement with other organizations	09 Active engagement with other organizations.	10 Active engagement with like and different organizations.	11 Post on Facebook between 9 am & 4 pm Post on LinkedIn between 3-4 pm	12 Post on LinkedIn between 12-3 pm Post on Instagram at 5 am or in the afternoon	13 Post on Instagram in the afternoon	14 Passive engagement with other organizations
15 Passive engagement with other organizations	16 Active engagement with other organizations.	17 Active engagement with like and different organizations.	18 Post on Facebook between 9 am & 4 pm Post on LinkedIn between 3-4 pm	19 Post on LinkedIn between 12-3 pm Post on Instagram at 5 am or in the afternoon	20 Post on Instagram in the afternoon	21 Passive engagement with other organizations
22 Passive engagement with other organizations	23 Active engagement with other organizations.	24 Active engagement with like and different organizations.	25 Post on Facebook between 9 am & 4 pm Post on LinkedIn between 3-4 pm	26 Post on LinkedIn between 12-3 pm Post on Instagram at 5 am or in the afternoon	27 Post on Instagram in the afternoon	28 Passive engagement with other organizations
29 Passive engagement with other organizations	30 Active engagement with other organizations.					



## Ratios

1:1 square for images

4:5 vertical for videos

Cover photo size: 1920 x 1080 pixels (16:9 ratio)

\*Tip:

On cover photos, images narrower than 1920 pixels will be enlarged to fit

Images wider than 1920 pixels will be cropped on both sides

Images taller than 1080 pixels will be cropped from top and bottom

- Best time for non-profits to post is Wednesdays and Fridays 8-9am
- Roughly 7 in 10 (or 71%) of US adults use Facebook
- Human-forward stories connect to followers on a personal level
- Follow “Dale Carnegie’s Magic Formula for storytelling”:
  - Incident- Share a relevant, personal experience
  - Action- Describe the action taken to solve a problem
  - Benefit- State the benefits of the action

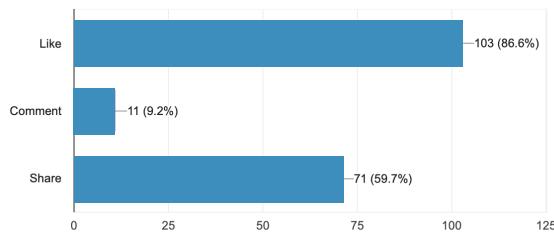


• • • • Simple and effective copy

• • • • Positive outlook

• • • • Bright colors

Out of 140 survey respondents, the following percentages answered that they would like, comment, or share this post.



# Instagram

## Ratios

Square photo: 1:1, 1080 x 1080px

Landscape photo: 1.91:1, 1080 x 608px

Portrait photo: 4:5, 1080 x 1350px

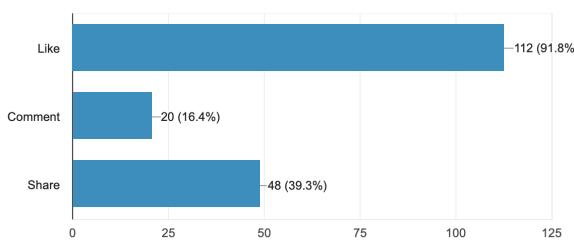
Stories: 9:16, 1080 x 1920px

- Best times to post for non-profits are Thursdays at 5am or in the afternoon, and on Friday afternoons
- Hashtags build interest and unite user-generated content around your efforts
- Add a donate button to your profile
- Use the feed as a highlight reel to build brand presence
- Use Instagram stories to post fun and interactive content



- • • • Image heavy with focus on strong artwork
- • • • Collaborator engagement
- • • • Call to action

Out of 140 survey respondents, the following percentages answered that they would like, comment, or share this post.





## Ratios

Cover photo size: 1536 x 768 px  
Company logo size: 300 x 300 px  
Square logo: 60 x 60 px

\*Tip: When posting image updates to your company page, make sure to use .PNG or .JPG images and an aspect ratio of 1.91:1 (1200 x 627 pixel images are ideal)

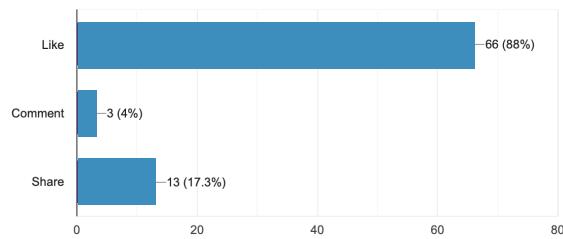
- Most used by organizations and young professionals
- Best times to post for LinkedIn are Tuesdays between 8-10am and Wednesdays between 3-4 pm
- Examples of posts that do well on LinkedIn: lists, articles, anniversaries, and celebrations of work



- List style post

- Balance of text and art

Out of 140 survey respondents, the following percentages answered that they would like, comment, or share this post.





# Resources

**University of Maryland's basic information about phrasing and consistency in cross platform posting: Social Media for Suicide Prevention: Best Practices**  
<https://theinstitute.umaryland.edu/media/ssw/institute/hub-resources/social-marketing/Social-Media-for-Suicide-Prevention-Best-Practices.pdf>

**Global giving's tips for non-profits building a social media tool-kit**  
<https://www.globalgiving.org/learn/social-media-toolkit/>

**Instagram Donations - How To**  
<https://www.facebook.com/business/learn/lessons/how-to-add-an-instagram-donation-sticker-or-donate-button>

**ADA Toolkit**  
<https://digital.gov/resources/federal-social-media-accessibility-toolkit-hackpad/>

**ADA Color Contrast Checker**  
<https://adasitecompliance.com/ada-color-contrast-checker/>

**Everything you need to know about ADA Compliance**  
<https://www.interactiveaccessibility.com/services/ada-compliance>

Social media campaigns that make a difference: what can public health learn from the corporate sector and other social change marketers?  
P. 3-4 Social media campaign examples from corporations