

A dense pattern of white social media icons on a purple background. The icons include thumbs up, hearts, stars, speech bubbles, a magnifying glass, a pencil, a smartphone, a location pin, a camera, a person profile, a smiley face, a sad face, a plus sign, a minus sign, a share icon, a document, and a network diagram.

# Promoting Family Planning Services

## *SOCIAL MEDIA TOOLKIT*

# How to Use this Toolkit

This social media toolkit provides sample social media content and images that family planning sites can use to communicate with clients. Content includes affirming and supportive health promotion messages that encourage clients to seek appropriate reproductive health services and take control of their reproductive well-being. Social media posts are one way to conduct virtual outreach to current and potential family planning clients.

This toolkit contains:

## **1 | Social Media Graphics**

## **2 | Sample Social Media Messages**

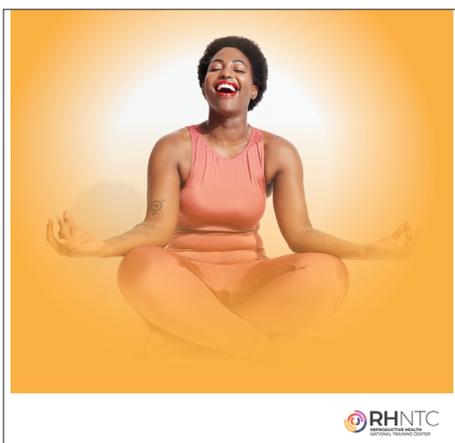
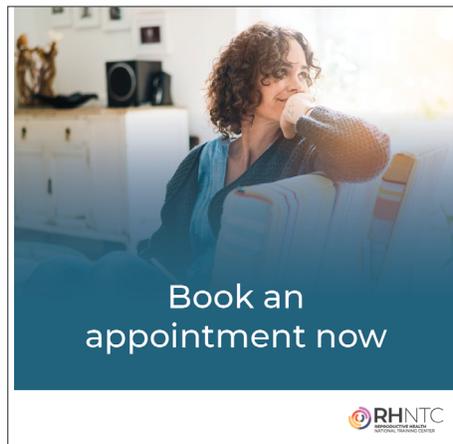
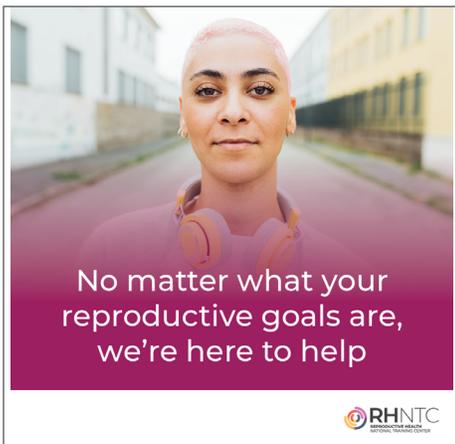
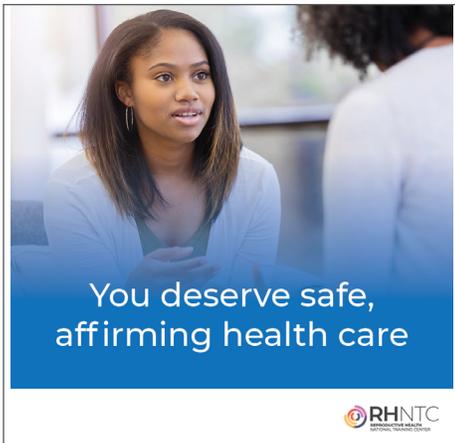
## **3 | Instructions to Insert Your Logo**

[Power to Decide](#) and the Reproductive Health National Training Center developed this toolkit in partnership.

This toolkit was supported by the Office on Women's Health (Grant ASTWH2000-90-01-00). The views expressed do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

# 1 | Social Media Graphics

The images below, plus additional images, are available to download in a ZIP file on [rhntc.org](http://rhntc.org). These images are available as either PDF or JPEG files in dimensions for Facebook/Instagram and Twitter. See the instructions section for adding your agency's logo and contact information on the white space below the photograph.



## 2 | Sample Social Media Messages

*Copy and paste these messages directly into social media platforms. Where applicable, add a website link, address, or phone number for clients to make an appointment.*

### **Preventive Care**

Our providers can help you set your own, personalized health goals that work for your body and your lifestyle! Book an appointment now.

The only way to know if you have high blood pressure is to have it checked! One of our health care providers can quickly check your blood pressure and if needed, help you make a plan to manage it.

If you have high blood pressure, getting high-quality sleep, eating healthy, and exercising regularly can help you manage it! Come see one of our providers to make a plan to live your best, healthiest life.

### **Sexual Health**

We're here to help folks figure out which birth control method works best for their body and their lifestyle! Come see one of our providers to learn more about all your options.

Untreated STIs can impact your health now and in the future! Come talk to one of our providers about which tests are right for you.

Some sexually transmitted infections don't have symptoms. Come talk with one of our providers about which STI tests are right for you.

FYI: Getting your #HPV and hepatitis B vaccines can help prevent certain cancers! #VaccinesWork

EVERYONE deserves access to the sexual and #ReproHealth care they need to live their best lives.



It's so important to protect yourself during sex! These tips can help you stay safe in the moment without losing out on the moment: [bedsider.org/features/607](https://bedsider.org/features/607)

People with a range of identities and orientations can benefit from birth control! No matter how you identify or who you're having sex with, we can help you find the method that works for you: [bedsider.org/features/1054](https://bedsider.org/features/1054)

If you're at high risk for HIV, #PrEP can reduce your chances of getting HIV by over 90%. What to know: [bedsider.org/features/1088](https://bedsider.org/features/1088)

We want you to have the tools you need to make the choice that's right for you. No shame, no stigma—just a happy and empowered sex life: [bedsider.org](https://bedsider.org)

Whether you need a birth control prescription, STI test, Pap smear, or any other repro service, @Bedsider's clinic finder can help you locate a health care provider near you! [bedsider.org/where\\_to\\_get\\_it](https://bedsider.org/where_to_get_it)

Some tips for trans, nonbinary, and intersex people who are navigating sexual health and birth control: [bedsider.org/features/1439](https://bedsider.org/features/1439)

With so many options, there's a birth control method out there for everyone! Find yours: [bedsider.org/methods](https://bedsider.org/methods) #ThxBirthControl

If your birth control just isn't working out for you, don't give up! You've got options: [bedsider.org/features/1165](https://bedsider.org/features/1165)

## **Pregnancy**

Would you like to talk about ways to prepare for a healthy pregnancy? Book an appointment today.

Whether you're unsure or okay either way about getting pregnant this year, there are questions you can ask and things you can do right now to be as healthy as possible for pregnancy—no matter what happens in the future! Make an appointment today.

Did you know that starting a daily vitamin with folic acid can reduce your risk for hypertension, and if taken before getting pregnant, can also help ensure a healthy baby? Make an appointment with one of our providers to learn more.

It's okay to have mixed feelings about getting pregnant! No matter what your reproductive plans are, we can give you all the info you can use to live your best...and healthiest...life! Talk with one of our providers.

Do you think you might like to have children (or more children) at some point? Our providers are available to answer any questions you may have about getting pregnant.

Did you know that fertility awareness-based methods can be used to help prevent OR achieve pregnancy? Book an appointment with one of our providers if you'd like to know more about achieving pregnancy.

Did you know that we offer pregnancy testing, discussion of options for pregnancy, and referral to other services? Learn more and book an appointment today.

Deciding if & when to get pregnant isn't always an easy yes/no choice. Sometimes, the most important convo is the one you have with yourself. Not sure if you're ready? Explore your birth control options: [bedsider.org/methods](https://bedsider.org/methods)

Um, can I get pregnant if...? Whether you're trying to, or trying not to, learn more at [bedsdr.me/3rRZNkZ](https://bedsdr.me/3rRZNkZ)

Birth control gives you the power to decide about pregnancy on your own terms and timeline! Learn about all your options from @Bedsider: [bedsider.org/methods](https://bedsider.org/methods) #ThxBirthControl

Are you asking yourself, can I get pregnant if...? Whether you're trying to, or trying not to, learn more at [bedsdr.me/3ijNqLm](https://bedsdr.me/3ijNqLm)

## **Well-Being**

You deserve safe, affirming health care! That's where we come in.

Your health care visits are confidential! If you don't feel safe in your relationship, your provider might be able to help. More resources here: [loveisrespect.org](https://loveisrespect.org)

When you're ready to cut back and/or quit smoking, come talk to one of our providers for support and resources. ❤️

Here's your reminder to hydrate yourself and eat foods that nourish your body, mind, and spirit. 💖

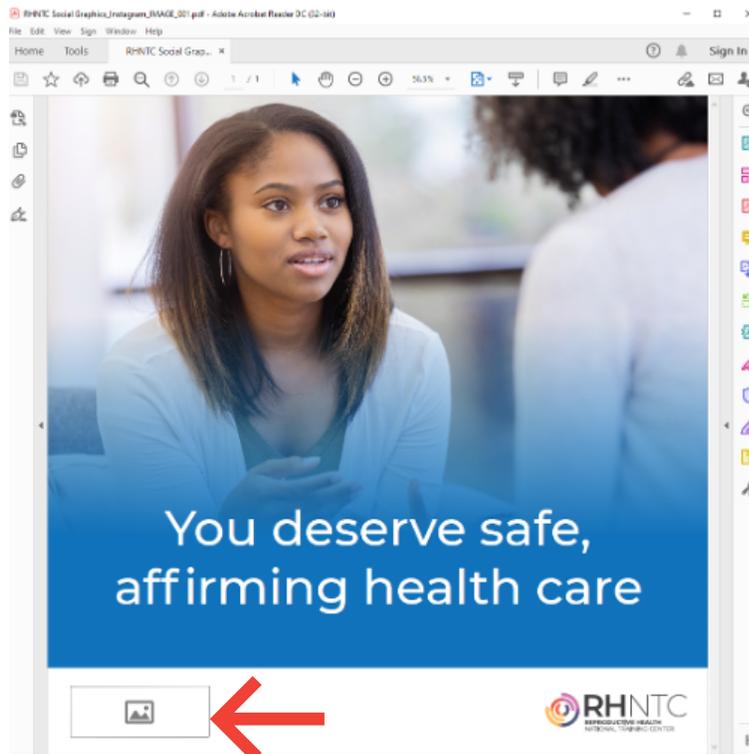
#SelfCare is anything you need to do to take care of yourself—whatever that looks like for you! Read these tips on how to nourish your body and mind: [bedsider.org/features/1172](https://bedsider.org/features/1172)

# 3 | Instructions to Insert Your Logo

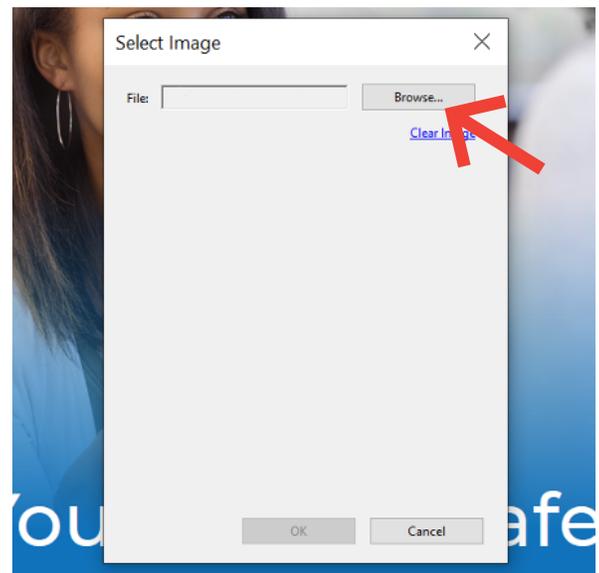
## Option 1: Add your logo using Adobe Acrobat Reader

**Step 1:** Open the PDF file for your selected image using Adobe Acrobat Reader.

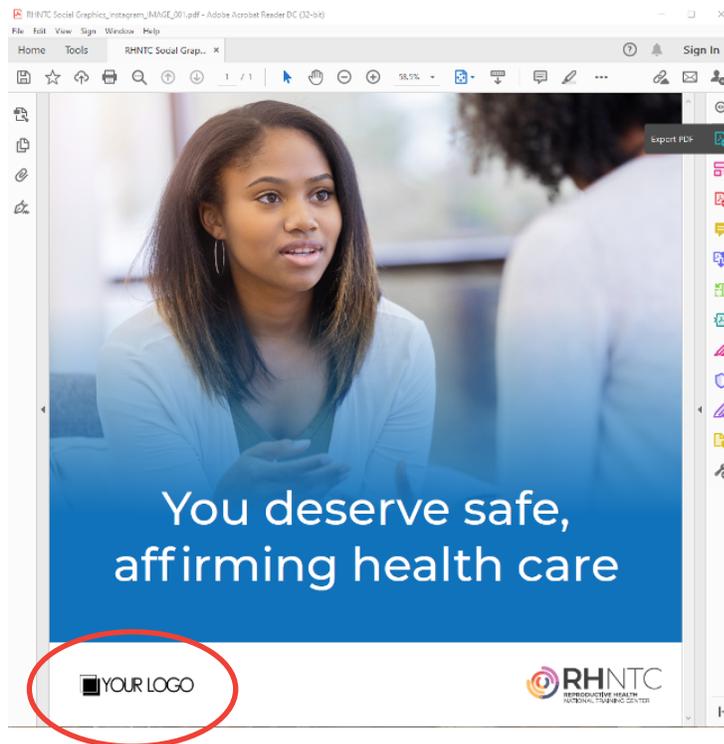
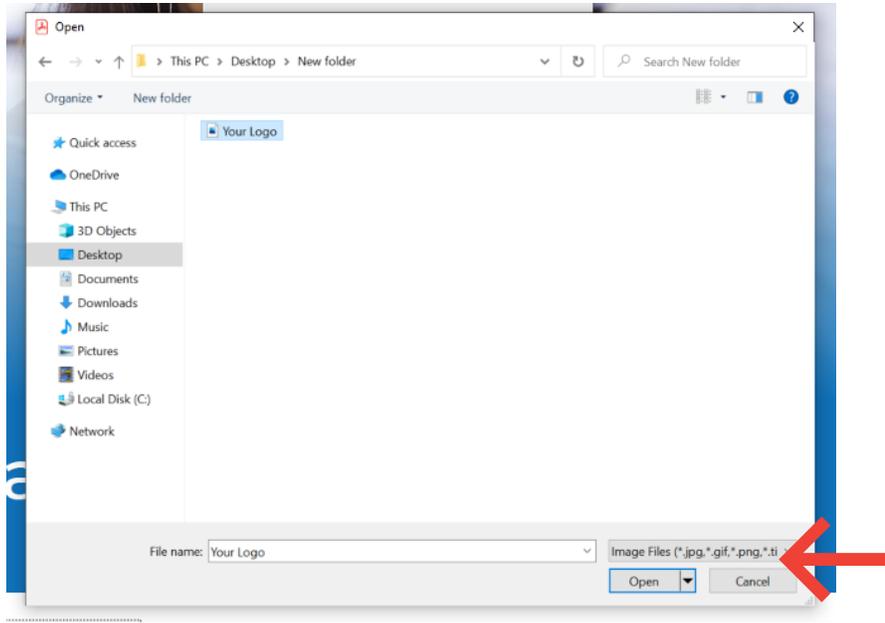
**Step 2:** Click on the picture icon at the far bottom left of the graphic, and a dialog box labeled “Select Image” will appear.



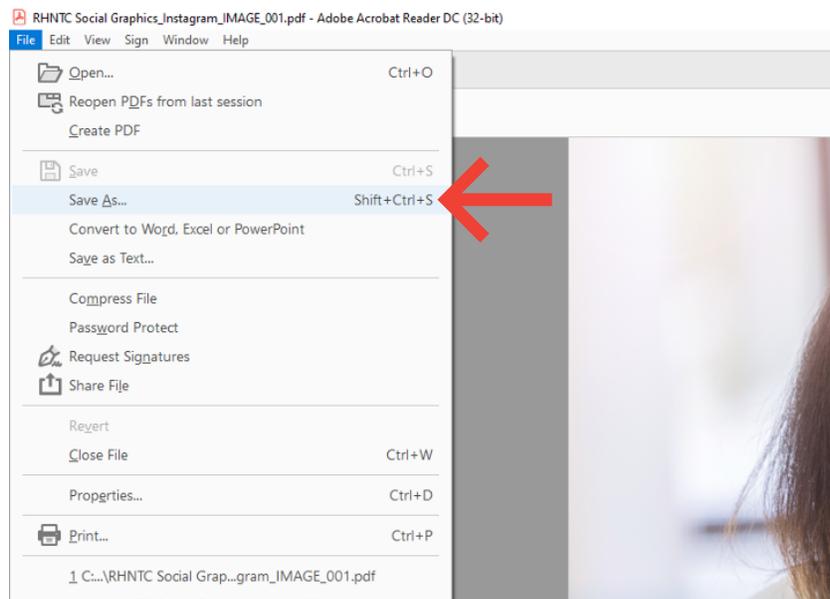
**Step 3:** Click “Browse” and navigate to the location on your system where you have your organization’s logo saved.



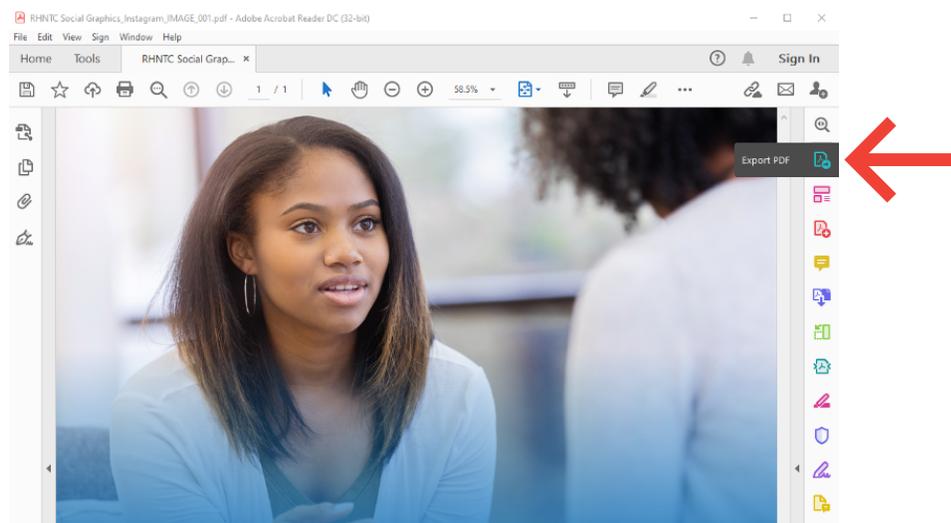
**Step 4:** Once you've located your logo, click "Open" and you'll see that the logo has been placed within the logo field on the bottom left of the graphic.



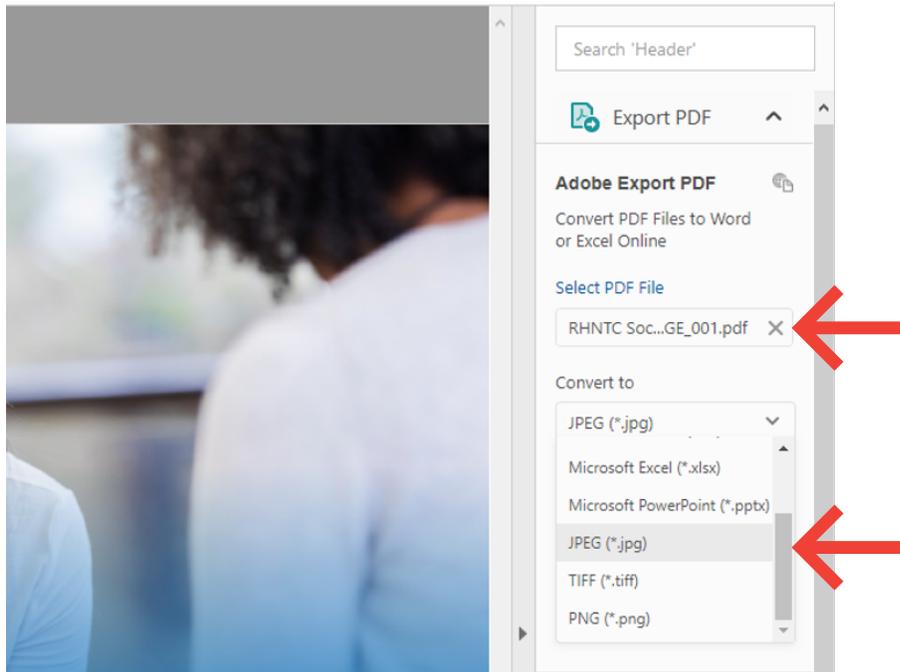
**Step 5:** Save the PDF by selecting “File” and then “Save” or “Save As” to save it in a new destination.



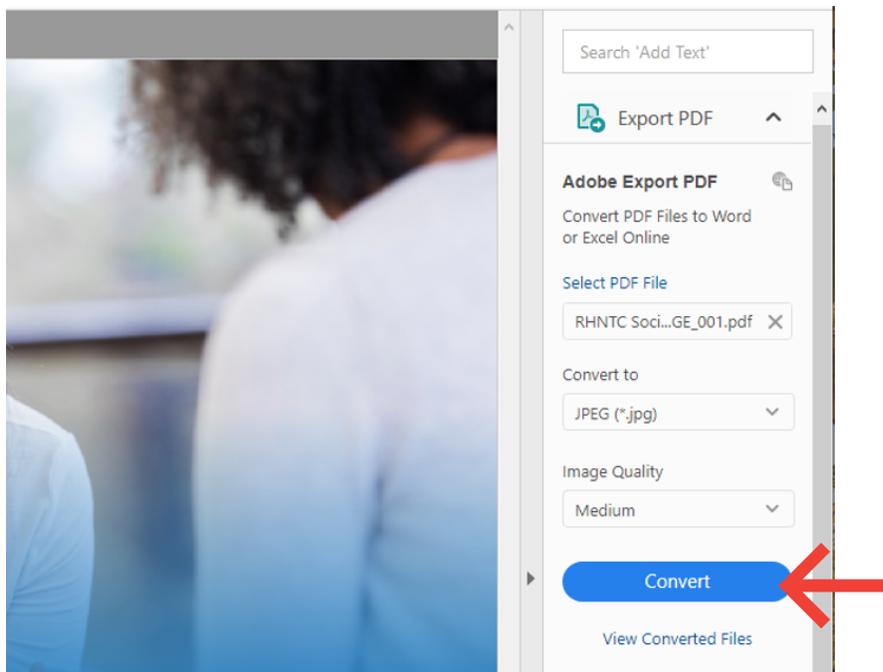
**Step 6:** Convert the PDF to a JPEG by first selecting the “Export PDF” button from the right-hand menu.



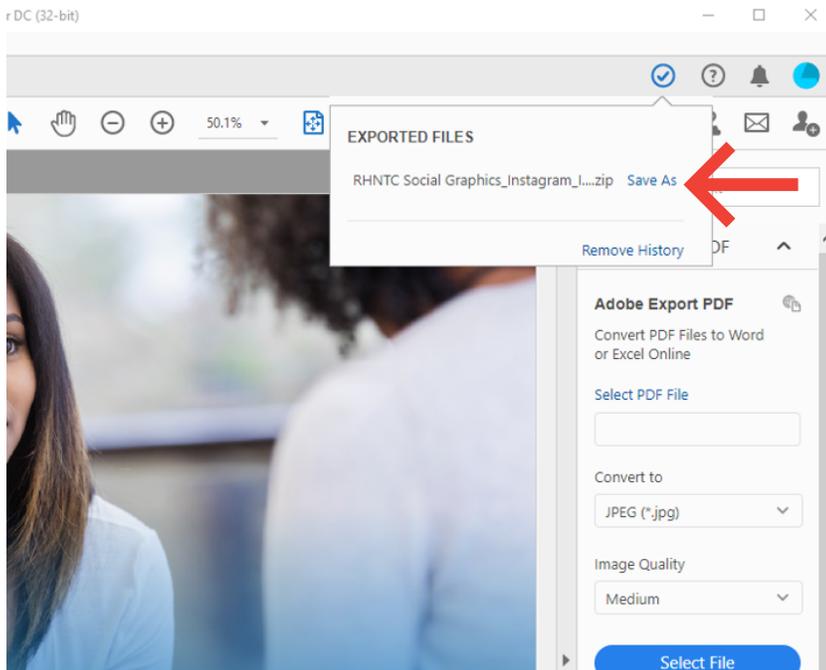
**Step 7:** Click “Select PDF File” and use the pop-up window to choose the file you just saved. Use the drop down menu under “Convert to” to select “JPEG (\*.jpg)”



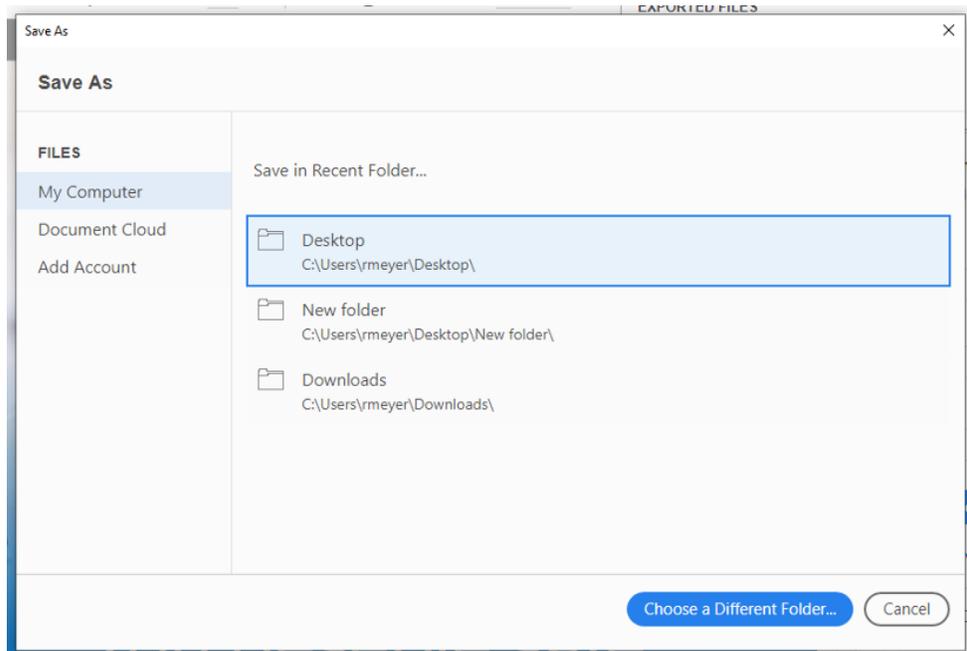
**Step 8:** Click “Convert.”



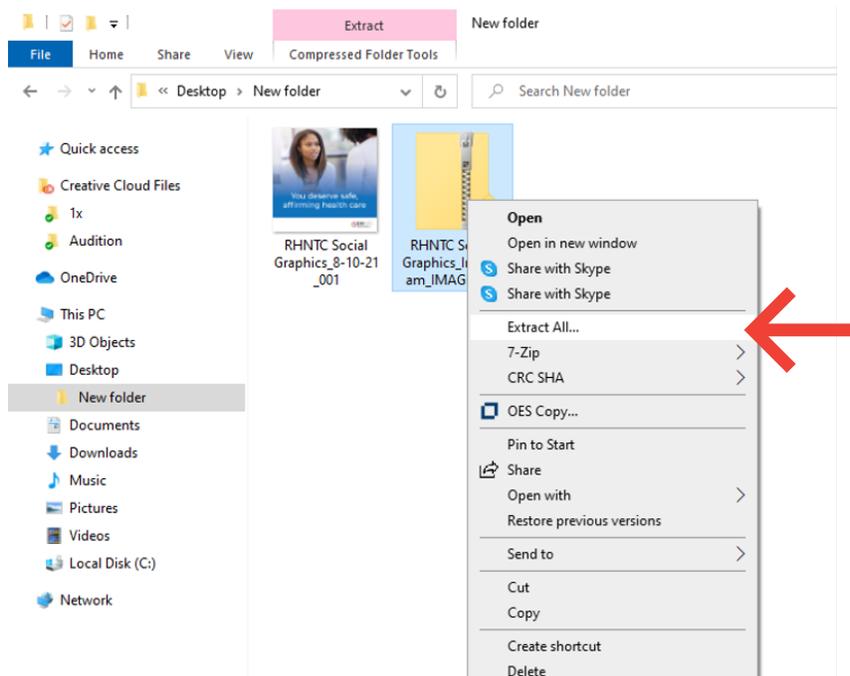
**Step 9:** A window title EXPORTED FILES will appear in the top right corner. Select “Save As” next to your document.



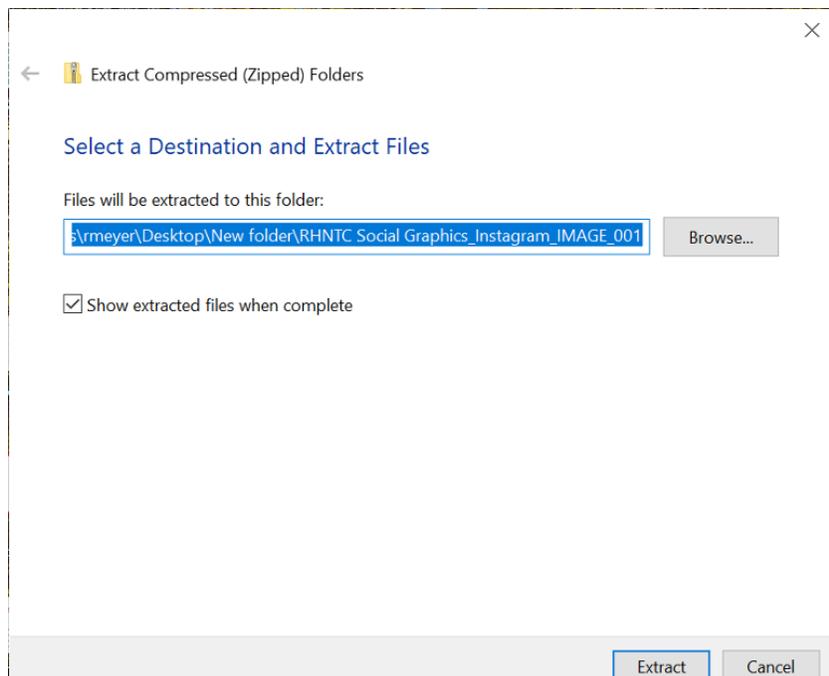
**Step 10:** A window will appear for you to save the zipped file in your preferred location.



**Step 11:** Unzip the file by going to the location where you saved it and right-clicking on the zip file. Select “Extract All...”

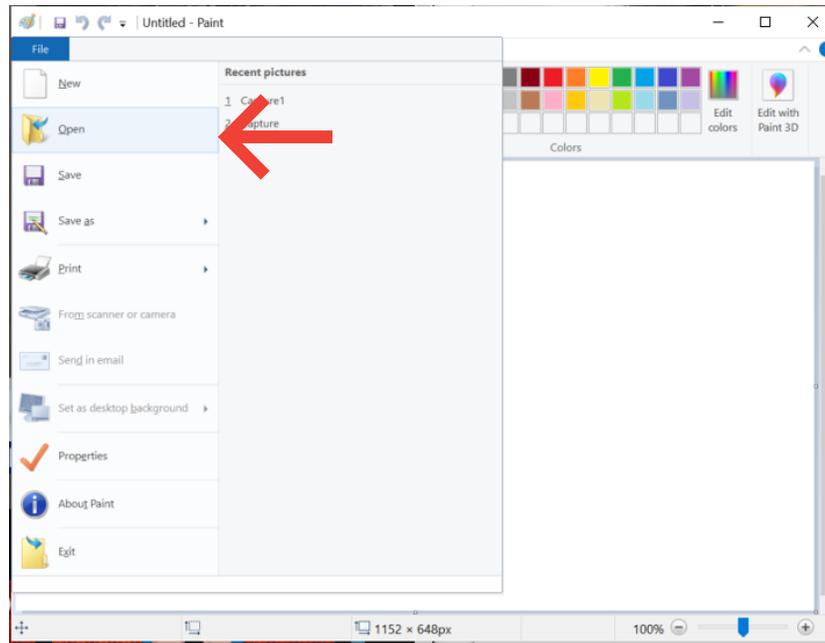


**Step 12:** To choose a new location for the .jpg, select “Browse...” and then “Extract” at the bottom of the screen. To use the default location, just select “Extract.” Your .jpg is now saved on your computer!

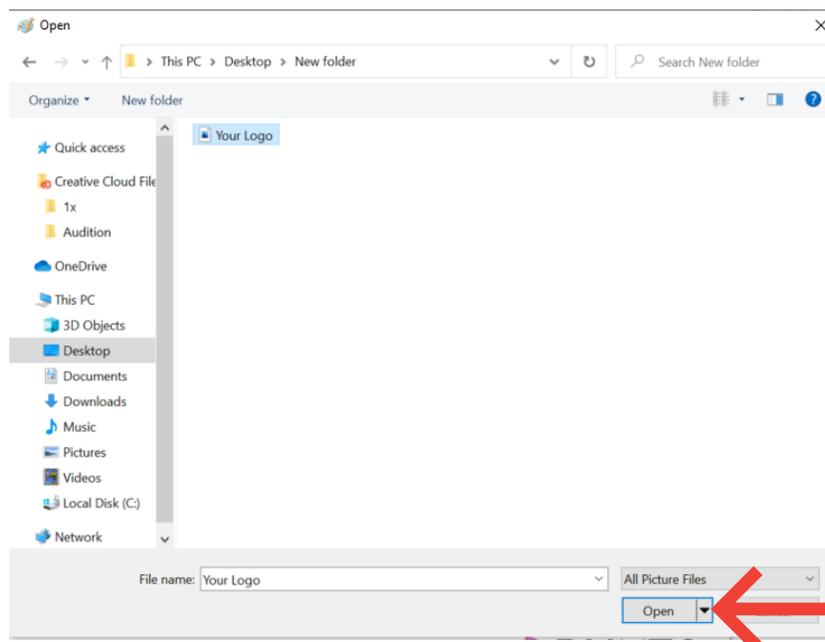


## Option 2: Add Your Logo in JPEG Image Field Using Microsoft Paint

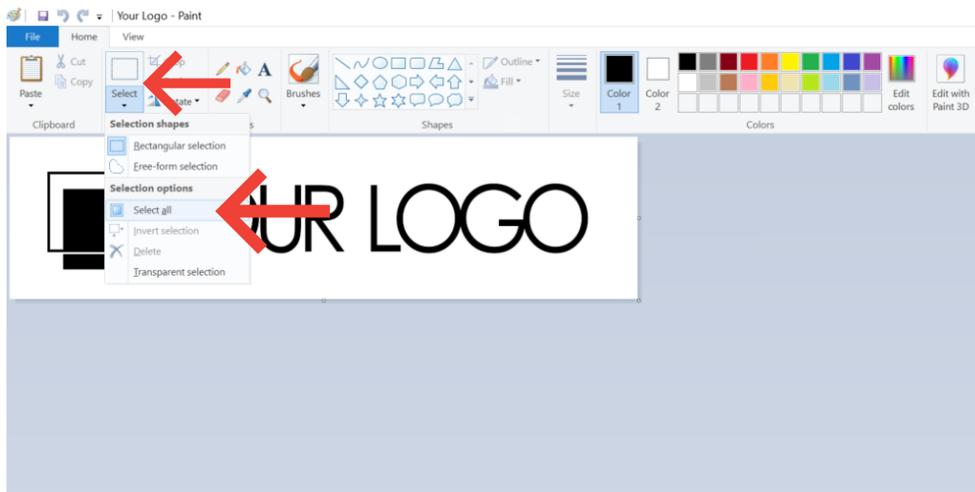
**Step 1:** Open Microsoft Paint, and click “File” and then “Open.”



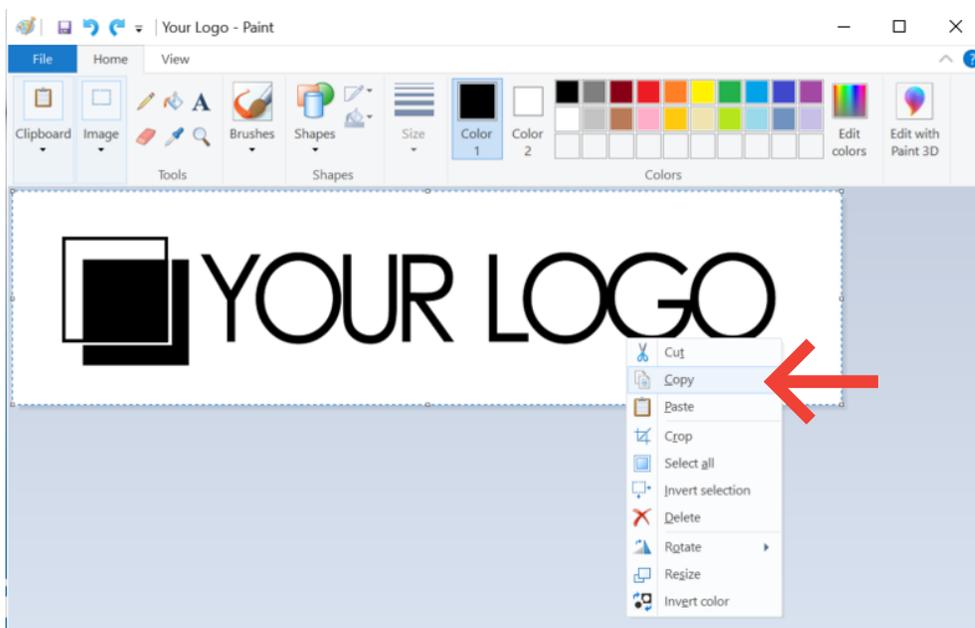
**Step 2:** Once you select your logo file, click “Open.”



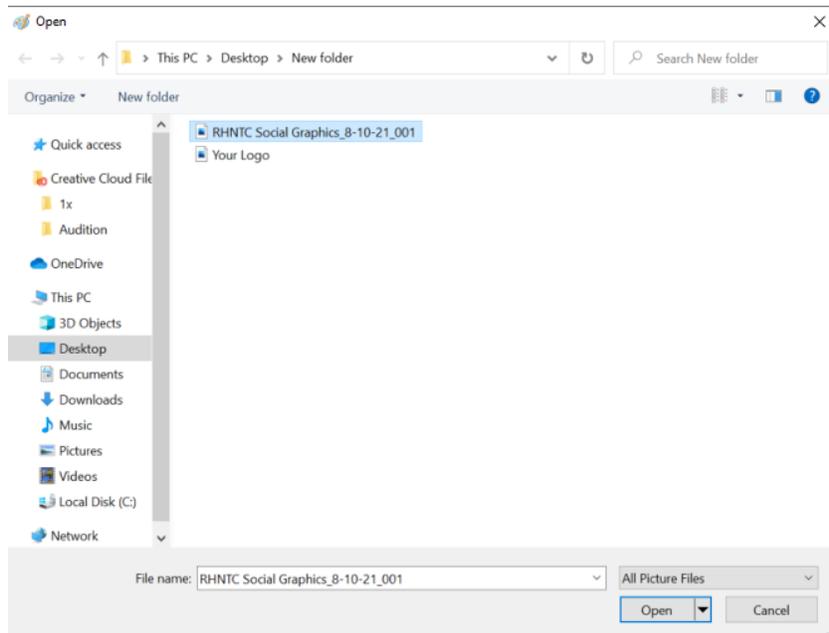
**Step 3:** Once your logo opens in Microsoft Paint, click the “Select” drop-down arrow and then “Select all.”



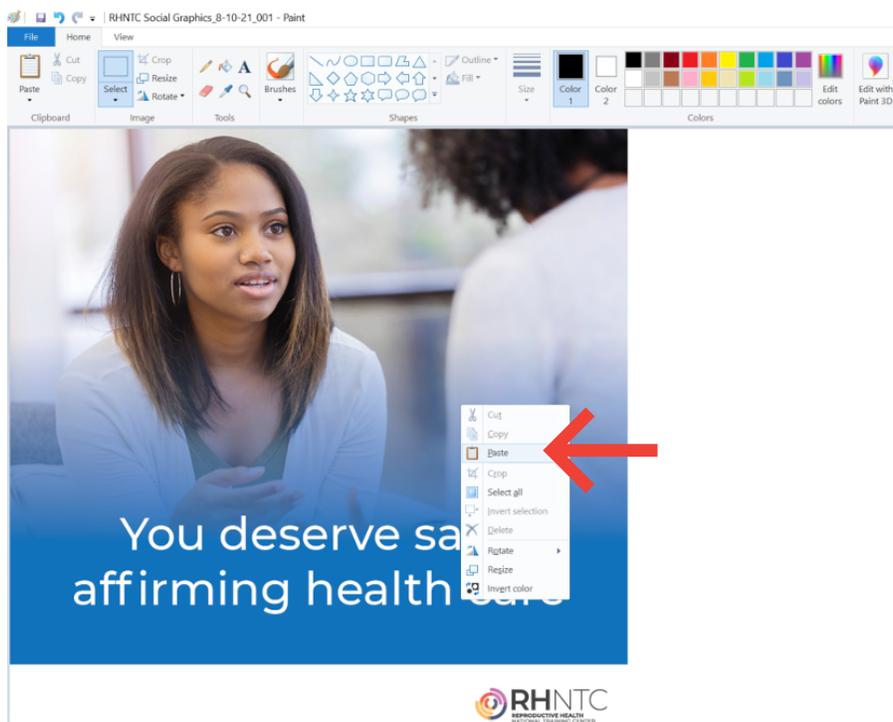
**Step 4:** Right-click on the selected area and click “Copy” from the menu.



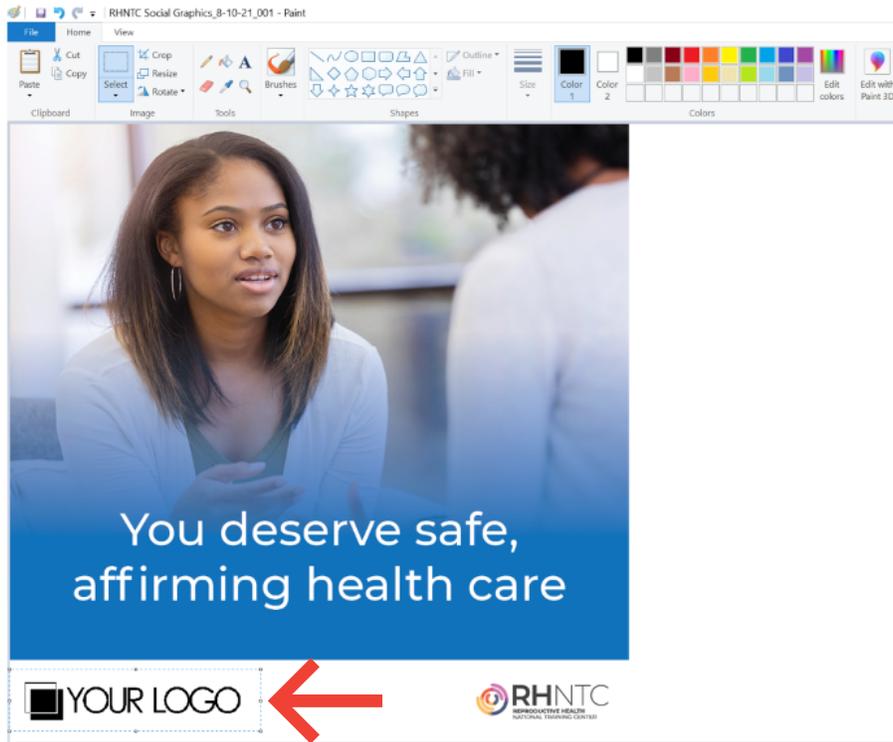
**Step 5:** Now that you have copied your logo, click “File” and click “Open” to select the social media graphic (.jpg) you want to add your logo to. Select “Open” at the bottom of the window to open the social media graphic in Microsoft Paint.



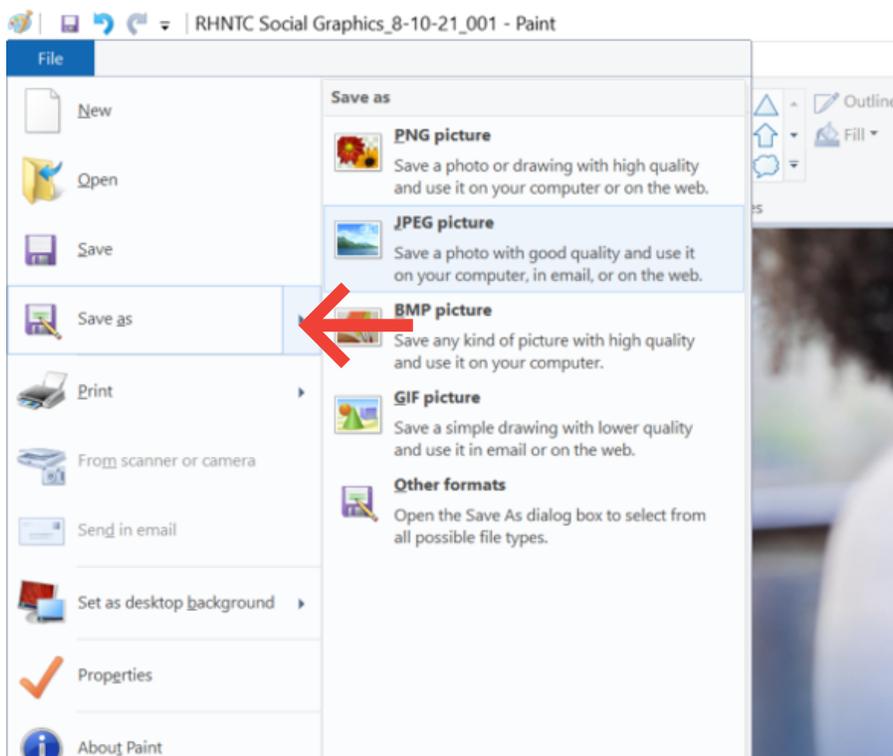
**Step 6:** Once the image opens, right-click on it, and click “Paste” from the menu.



**Step 7:** Keeping your logo selected, resize and drag it to your preferred position.



**Step 8:** Click "File" and then "Save as" to save the image in your preferred format.



# Accessibility Requirements:

RHNTC is committed to providing equitable access to information and services as part of its digital accessibility mission. Learn more by visiting <https://rhntc.org/accessibility>

## Accessibility Guidelines for Visual Media

Following guidance from the [Web Content Accessibility Guidelines \(WCAG\)](#) and regulations dictated within [Section 508 of the Rehabilitation Act](#), all visual media must be accompanied by "a text alternative that serves the equivalent purpose" (WCAG 2.1, [Criterion 1.1.1 Non-text content](#)).

When uploading the visual media files included within the RHNTC Social Media Toolkit, please include a description to accompany your chosen media.

### How to author an image description?

Image descriptions should provide a clear, concise, and accurate representation of all visual information of the media required to meaningfully understand the visual media in context of surrounding information or processes.

RHTNC has provided "starter" descriptions for the images shared within the social media toolkit. Open the "Image Descriptions" text file and locate your image and/or PDF by title within the document. If you have uploaded a logo, you will need to modify the provided description with a textual representation of that logo.

(Further reading on images and accessibility: ["Image Concepts" by W3C.](#))

### How to associate your descriptions to your images on social media?

Social media platforms provide methods for adding such descriptions to uploaded media. Below are links to articles from Instagram, Facebook, and Twitter for managing image description:

Instagram: [How do I edit the alternative text for a photo on Instagram?](#)

Facebook: [How do I edit the alternative text for a photo on Facebook?](#)

Twitter: [How to set image descriptions](#)