



*CASA Ambassador*

# Social Media ToolKit

# Use this Toolkit to

- Raise awareness about CASA of Fresno and Madera Counties
- Learn how to share social media posts with your online network
- Learn the do's and don'ts of posting CASA assets on social media

# This Toolkit Includes

- Best practices when posting on social media platforms
- Sample messaging you can use when posting online
- Before-you-post checklist



# Sharable Content & Messaging

- Think About Your Message
- Include a message about helping the local foster youth of Fresno and Madera Counties and help spread the word about CASA. You can use the sample messages below for inspiration.
- Use #CASAFresnoMadera and #CASAHeroesofHope
- Consider making your Facebook or Instagram post public so that your post can be seen and shared by others.



## Sample Messaging

### *Ready to make a lasting impact in a child's life?*

Become a #CASAHeroesofHope with CASA of Fresno and Madera counties! Join us in advocating for foster youth in our community. Your voice matters. Learn more today. #CASAFresnoMadera 💙🌟

### *Every child deserves a hero, and YOU can be that hero!*

Step up and become a CASA Advocate with CASA of Fresno and Madera counties. Together, let's make a difference in the lives of our local foster youth. #CASAHeroesofHope #CASAFresnoMadera 🍷🌟

### *Become a guiding light in a child's journey through CASA Heroes of Hope!*

Join us and make a positive impact on a young life. Your advocacy matters more than you know. Together, let's be the change. #CASAFresnoMadera

# Ready to Post?



## Before-You-Post Check List

*Review the checklist before you post to make sure your photo and message are ready:*

- Make sure you are using photos that do not include a youth who is currently experiencing foster care. Sharing their photos or identity is potentially dangerous and exploitative.
- Make sure your messaging doesn't include revealing personal facts about youth currently experiencing foster care.
- Make sure to use the approved hashtags #CASAFresnoMadera and #CASAHeroesofHope so we can follow along and help spread the word!
- Have fun with your photos and posts, and remember the amazing impact you have!

## Resources

### *Shareable Social Media Graphics*

Amplify the impact of CASA advocates by using these shareable social graphics.

