



Step-by-Step Process to Posting on Social Media

1. Download social media graphics:
 - a. Visit www.kidsfirstky.com/how-you-can-help/ and scroll down to “Step 3: Share Our Message on Social Media.”
 - b. Click “Social Media Graphics.”
 - c. Open your File Explorer.
 - d. Go to “Downloads.”
 - e. Access folder labeled “Kids-First-KY-Social-Media-Graphics.”
 - f. Open folder and choose asset(s) you want to post.

2. Find post that matches your graphic or video:
 - a. Visit www.kidsfirstky.com/how-you-can-help/ and scroll down to “Step 3: Share Our Message on Social Media.”
 - b. Click “Social Media Captions.”
 - c. Refer to “Post Copy” and the associated visuals.
 - d. The text that matches your chosen graphic from step (1) is what you will paste into the body of your social media post.

3. Post graphic/video and text on Facebook (and Twitter):
 - a. From your profile, find “what’s on your mind?” on Facebook (other social media platforms have a similar “post” or “tweet” option) at the top of your profile page.
 - b. Copy the text you chose from step (2) into the textbox.
 - c. Click the photo icon to add your chosen graphic/video from step (1). You can also upload it or drag it into your post.
 - d. When uploading is complete, proof before clicking “Post.”

4. Monitor and interact appropriately:
 - a. Visit www.kidsfirstky.com/how-you-can-help/ and scroll down to “Step 3: Share Our Message on Social Media.”
 - b. Click “Social Media Best Practices.”
 - c. Use this document to find helpful tips on maximizing visibility and reach of Kids First Kentucky on social media.