



2023 ACLU NORCAL CONFERENCE

SOCIAL MEDIA TOOLKIT

TWITTER & INSTAGRAM:
@ACLU_NORCAL

FACEBOOK:
@ACLU.NORCAL

1 A KEY TO COMMUNITY BUILDING

We often find out new information first through our own network of friends and family. You can be a powerful messenger in your community.



2 SHARE MEMORIES

We want to see fun moments from the conference, a selfie in front of your conference poster, or stories about your experience with us!



3 GO PUBLIC

The best way to have your tweets and posts seen is by making your account public. This is optional.



4 TAG US ON SOCIAL MEDIA

Twitter & Instagram:
@ACLU_NorCal

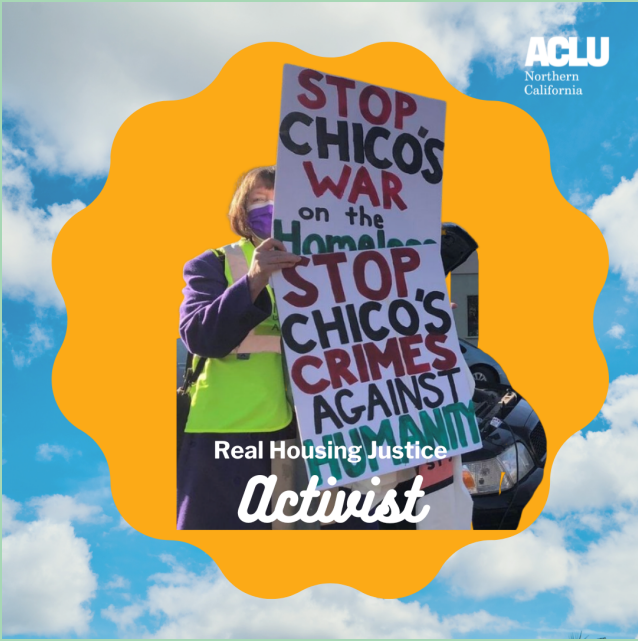
Facebook:
@ACLU.NorCaL

5 USE THESE HASHTAGS

#JusticeRising
#ACLUNorCalPutsFamiliesFirst
#CommunitiesFirstWithACLUNorCal
#UniteRebuildTransformWithACLUNorCal
#ACLUNorCalBuildsCommunity

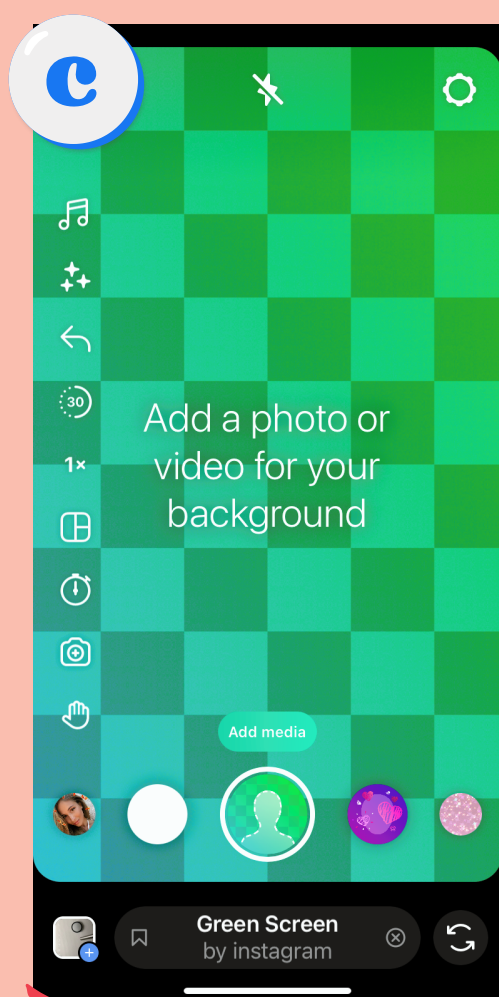
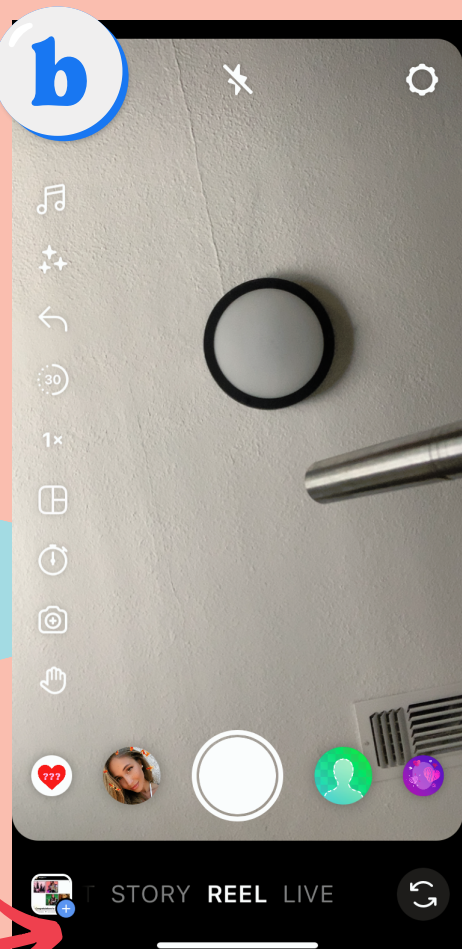
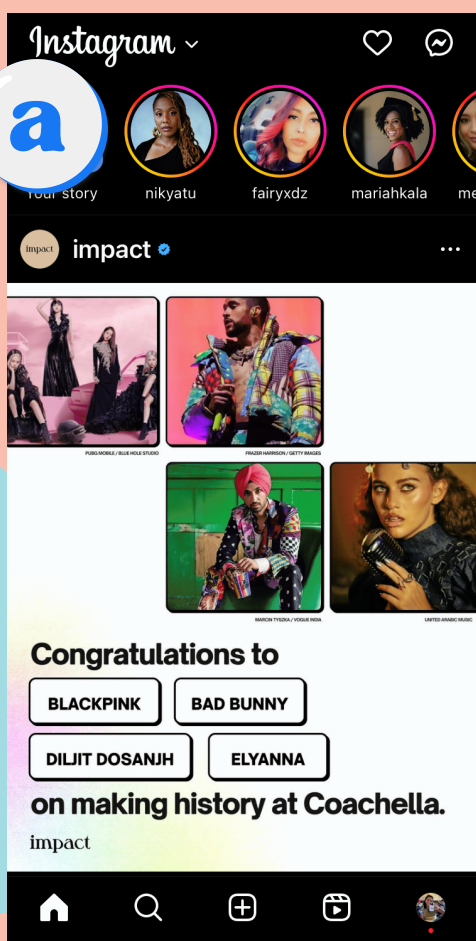
6 USE THESE GRAPHICS

**TUTORIAL
AVAILABLE TO
INSERT YOUR
PIC ON
BACKDROP**



7

TUTORIAL & EXAMPLE POST



STEP A

Open the IG app and tap the "New Post" icon toward the bottom of your screen.

STEP B

Tap the "REEL" option

STEP C & D

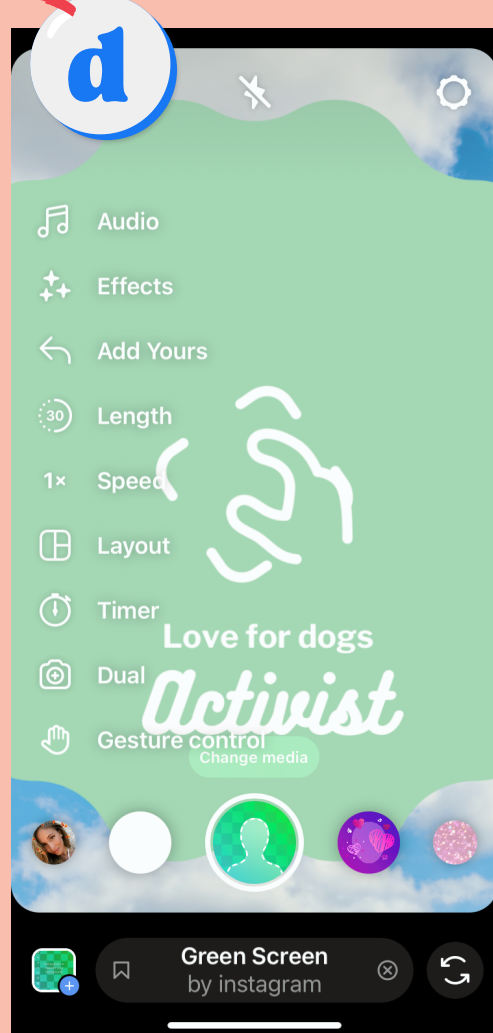
Tap the "Green Screen" Option, then "Select Media" to upload the backdrop you'd like to use and previously downloaded or screenshot. Tap the screen to minimize the backdrop.

STEP E

Adjust your photo by pinching the picture. Then hit record while smiling or posing.

STEP F

Tap "Next" and take a screenshot. You're set! Post and use the hashtags!



THANKS FOR TUNING IN!