

FASD AWARENESS MONTH MEDIA

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May 28th, 3-4 PM EST

MEETING YOU

Where

You're At



FASD United
Affiliate Network

Today's Discussion



Outline of Topics

- 01 Accessing Awareness Month Media
- 02 Personalizing Media from Templates
- 03 Saving and Modifying Media
- 04 Creating Your First Post
- 05 Understanding Hashtags and Tagging
- 06 Q&A



Accessing Awareness Month Media

Links for Success

If you have access to the Affiliate Website, please head to Shared Resources page & click on Awareness Month Materials

- [Awareness Month Toolkit Can Be Found Here.](#)
- [Awareness Month Media Can Be Accessed Here.](#)

Once everyone is in, we will continue.

Personalizing Media from Templates



Modifications

Upload your organization's logo to assist in crafting cohesive designs.

Duplicating Designs

Having an original copy on hand is invaluable for customization. This becomes particularly beneficial when multiple team members are collaborating or if you wish to repurpose a design in the future.

Saving in Canva

Canva is free for all Non-profits.
Saving via PNG for best image quality for social media.
Share>Download>Select PNG, Size 1, Current Page



Drafting and Creating Your First Post!

Start Simple

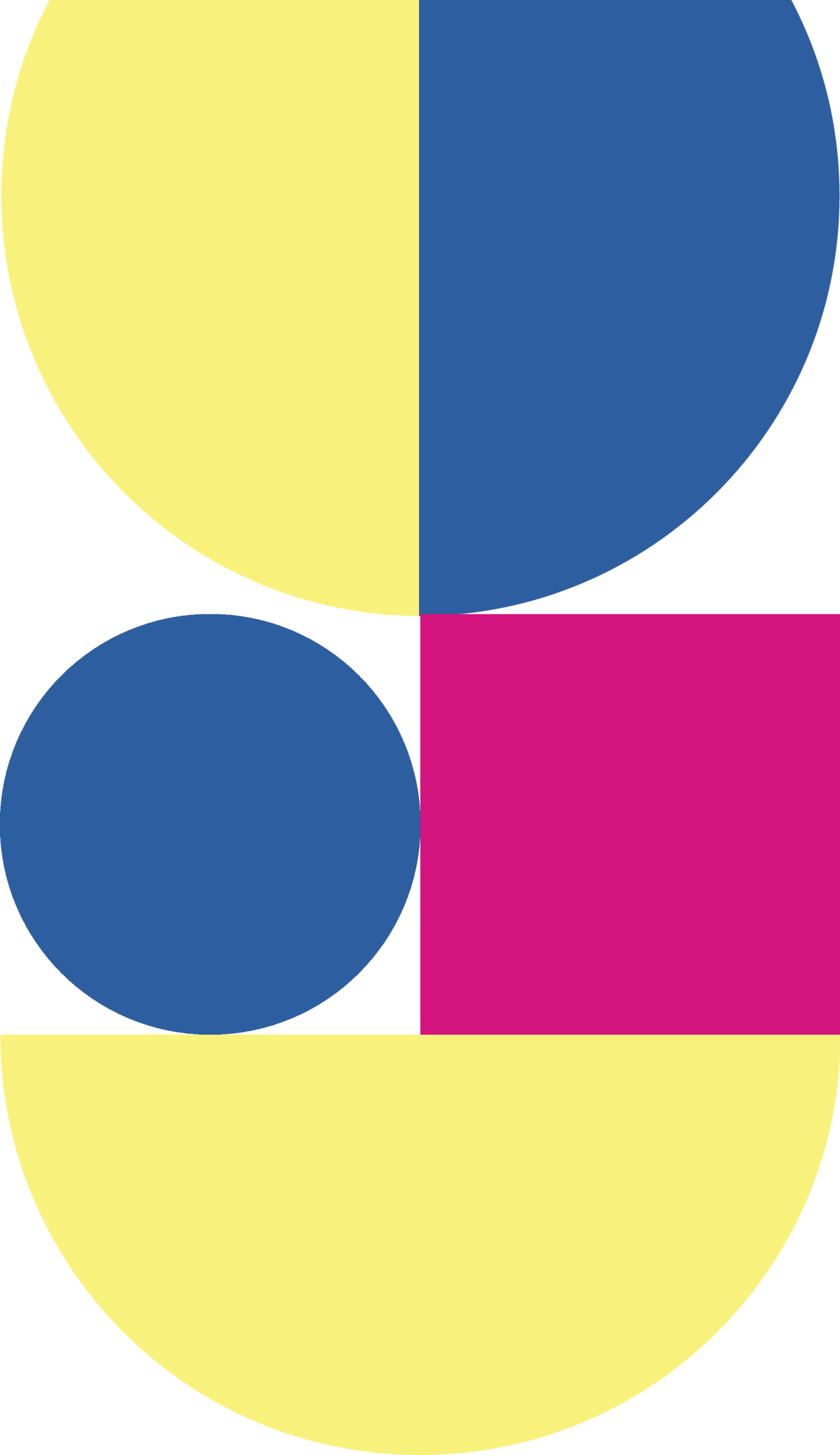
Click 'Create Post' in Metricool. Choose the platform you would like to use (we will focus on Facebook today), copy and paste the short caption we've provided, and add the photo that correlates.

Schedule a Post

When scheduling a post, it is important to look at each platform's "best times". This allows for your content to reach its max potential for reach and interactions.

Extra Tools!

There are options to save your messaging, hashtags, and who to tag for ease! Plus you can create one post to share on multiple platforms at once by hitting their icons while drafting your post.



Understanding Hashtags and Tagging

Hashtags

Using hashtags like **#FASDAM** **#FASD2026** or your campaign-specific tags helps people discover your content beyond your immediate followers

Tagging

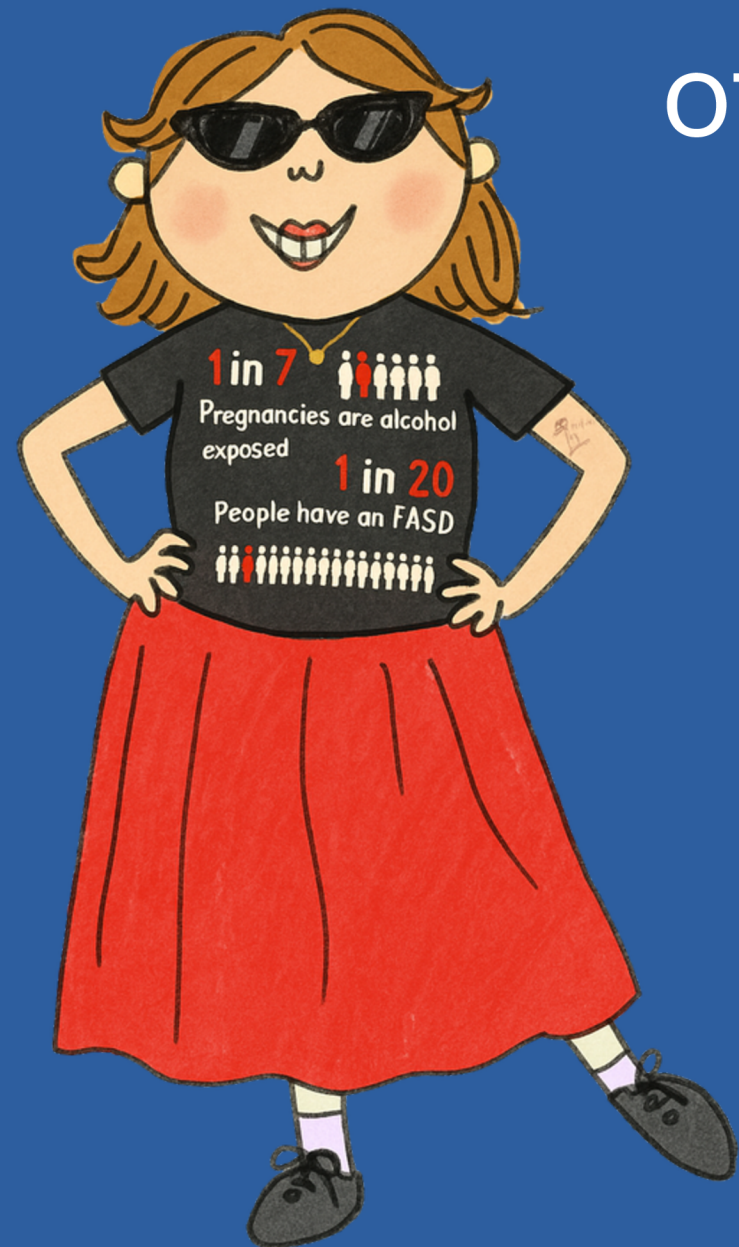
Tagging partner orgs, speakers, or FASD United will also increase engagement and encourage reposting or collaboration

Tagging Tips

On each social media platform there are different ways of tagging, the easiest way to get it right the first time is cross examining their URL and @

Q&A

Time for any and all
of your questions!



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