

Social Media E-Toolkit User Guide



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checkin'-in with college students

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Fresh Check Day Social Media E-Toolkit

User Guide

freshcheckday®

Introductory Overview

Fresh Check Day (FCD) is designed to be an uplifting mental health promotion and suicide prevention event. Schools promoting FCD on social media platforms should also reflect engaging, informative, and interactive messaging! To spread awareness of this event around your campus, the JPF team has created a social media toolkit to support the process of hosting Fresh Check Day. This toolkit provides a framework to support social media engagement through raising awareness and boosting participation at your Fresh Check Day event.

Please utilize this framework to provide consistent messaging across multiple accounts.

When posting topics related to mental health or suicide, please consider that your audience may have lived experience or know of someone who does. To promote safe messaging, keep information fact-based, and consider mentioning easily accessible resources such as the National 988 Suicide and Crisis Lifeline when possible.

The 'Why'

Buffer, a social media marketing tool, posts regarding pre-event details make up approximately 40% of content, which aids in building anticipation. Although each college or university may have a different approach to social media, the JPF Team has developed a toolkit with downloadable content to use even before those photos or videos roll in. **By making the toolkit publicly accessible, we hope that this is both an easy and efficient tool for spreading the word and saving lives.**

It is common to think that social media efforts may be highest after Fresh Check Day has concluded, since it is only natural to want to post about the event, booths, and more! Although this is an important part of recapping the event, it is even more important to share both prior and, in the moment, so that students know the who, what, where, and why to be able to participate.

Toolkit Content

This toolkit provides a framework of customizable content and suggested captions to share details of your school's FCD event and #initforlife pride. The toolkit includes eight downloadable images, four downloadable reels, and seven downloadable stories compatible to Instagram, Facebook, X (Twitter), and LinkedIn social media platforms. Here at JPF, we acknowledge that social media is constantly evolving and an explanation of language relevant to it is provided below to support users.

To access the social media toolkit, including all downloadable forms of content, please visit:

<https://freshcheckday.com/social-media-toolkit/>

Social Media 101

Within the FCD Social Media Toolkit, there are three diverse kinds of content to share on some of the most used social platforms. Each downloadable image, video, or animation is sized to appropriately fit the space where content is intended to be shared. Within the toolkit, the three main kinds of content include still images, reels, and stories.

Still Images:

Still images encompass traditional posts on social media feeds. These images are visual representations without movement. Although still images can be combined with a caption to further communicate the purpose for the post, the image itself typically allows for a more engaging way for users to interact with the post.

Social Strategy: Use still images to introduce and communicate information about Fresh Check Day! The still images within the FCD Social Media Toolkit share an overview of the event and reminders before, during, and after the event.

Reels and Videos:

Reels are a posting tool on both Instagram and Facebook that use short, vertical videos to capture user's attention. This kind of content within the FCD Social Media Toolkit share actual video clips from a series of Fresh Check Days across the country and aim to convey to users just how fun and engaging this event is! Although reels can be accompanied by a caption, keep the messaging brief to allow for maximum viewing of the video!

Social Strategy: Instead of just sharing what Fresh Check Day is about, *show* the energy of FCD through reels so that students have an idea of what to expect at the event! This is a great strategy to use leading up to the day by utilizing the downloadable content.

*Use our downloadable content as inspiration (we don't mind)! During your FCD event, take short, 2-5-second videos of each booth. After the event concludes, combine the clips by using the reel function on Instagram or Facebook and post!

Stories:

Stories are a beneficial tool for engaging and informing users of quick bursts of information including time sensitive dates, brief updates of programming, or a review of the event through pictures and animations. Although forms of this post are exceedingly popular on social media pages, it is important to remember that stories are temporary and disappear after twenty-four hours. This feature is compatible with most social platforms, including Instagram, Facebook, and X (formerly Twitter).

Social Strategy: A variety of story templates can be found within the FCD Social Media Toolkit and differ in sizing than the post and video options. Because stories disappear from social media platforms after twenty-four hours, it is a strong strategy to follow up with key details such as the date, time, or location of your FCD within the caption of a post or video, too! Additionally, each story template is customizable with blank space to include school name, event details, and even additional photos if desired.

Reposting Content:

Reposting content refers to resharing posts, videos, or stories previously shared on social media platforms. This is effective in spreading content and messaging to a variety of users through the story function. To allow for reposting, follow the steps below to ensure users can share content without privacy blocks.

Instagram - Allowing Reposting

1. Ensure that the desired social media account that is posting content is public!
2. Using the three lines at the top right-hand corner, visit Settings and Privacy
3. Scroll down and choose Sharing and Remixes
4. Turn on "Allow post and reel sharing to stories"
5. Test this feature by using a personal or alternate account

Facebook- Allowing Reposting

1. Select the post that will become shareable
2. Click the three dots in the upper right-hand corner
3. Visit Edit Privacy
4. Once Edit Privacy is open, check the box next to Public
5. Click Done in the upper right-hand corner before exiting
6. Test this feature by using a personal or alternate account

X (Formerly Twitter) - Reposting Process

1. Click the Repost option on the desired post
2. Ensure it is the correct content through the pop up that appears
3. Click the Repost option to finalize

More information about reposting and quoting posts on X can be found at [How to Repost \(twitter.com\)](https://twitter.com)



Pro Tip:

Canva is a graphic design platform that allows free usage. Canva can be used to create content for social media and digital imaging purposes. There is an option for a premium version as well. The platform may be helpful to create customized content for FCD in the form of posts, reels, and stories.

Planning and Scheduling Posts

At JPF, we acknowledge that Fresh Check Days are exactly that- days in the making. So, it is important to share as much information as possible leading up to the day of the event with students, staff, and those invited. During the period before the event, planning is your friend! For reference, the JPF Team has created a sample template of post scheduling to model how to keep users informed and interested during the months, weeks, and days before the event.

Building a Following Network:

Prior to posting about the partnership between your school and the Jordan Porco Foundation, be sure to follow us on social media platforms with the usernames below and tag JPF throughout the posting process!

Instagram: @jordanporcofoundation

Facebook: Jordan Porco Foundation


X (Formerly Twitter): @JMPPMF


LinkedIn: Jordan Porco Foundation

Social Media Posting Schedule Sample:

We hope this posting schedule provides a helpful guide to planning and managing social media efforts related to Fresh Check Day. This schedule should be used as a guide.

Timeline	Image	Caption	Hashtags/Tags
One month prior to FCD	<p>Still Image</p>	<p>We're so excited to share about Fresh Check Day, a program of the @jordanporcofoundation! This event brings a fun and inviting atmosphere to the topic of mental health. Follow us as we plan our campus' own #freshcheckday for students and staff!</p>	<p>#FreshCheckDay @JordanPorcoFoundation</p>
Three Weeks Prior to FCD	<p>Reel</p>	<p>#FreshCheckDay loading! A program of the Jordan Porco Foundation, Fresh Check Day is an engaging mental health program taking over the green. See you there!</p>	<p>#InitforLife @JordanPorcoFoundation @StudentUnion</p>
Two Weeks prior to FCD	<p>Still Image</p>	<p>#FreshCheckDay is on the green! Share this post to let everyone know how you'll be showing your #initforlife pride. We welcome all students, new and returning!</p>	<p>@JordanPorcoFoundation @StudentUnion @CommunityPartners</p>
Day of FCD	<p>Story</p>	<p>Come join us!</p>	<p>@JordanPorcoFoundation @StudentUnion @CommunityPartners @CampusNews</p>

<p>Day after FCD</p>	 <p>Still Image</p>	<p>Did you have a chance to check out #FreshCheckDay? A huge thank you to everyone who showed up in various ways to support mental health dialogue throughout our school community. Hey, @jordanporcofoundation we're #initforlife!</p>	<p>#JPF #JordanPorcoFoundation @JordanPorcoFoundation @StudentUnion @CommunityPartners @CampusNews</p>
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Pro Tip:

Buffer is an efficient social media management platform that allows users to schedule posts on a variety of platforms, including Instagram, Facebook, and X. Buffer does have a free option, and is low cost for a premium plan with unlimited post scheduling.

Tagging, Collaborating, and Unifying Marketing

Planning and pulling off a successful Fresh Check Day is important, which is why it is helpful to have a hand, or two! Social media allows the convenience of connection with a variety of organizations and partners through one click. By tagging the Jordan Porco Foundation, school organizations, and community partners, information about Fresh Check Day will reach more people!

Tagging Organizations:

Tagging on social media refers to using the @ symbol with a username to bring attention to a certain post. Once the tag is sent, it is possible for the tagged organization to repost content to broaden the reach of information. Even if an organization does not repost shared content, the effort is not wasted as it is beneficial to raise visibility on social media platforms. To make the process more efficient, the JPF Team has generated a list of organizations to tag when posting Fresh Check Day content. Remember, the more, the better!

- The Jordan Porco Foundation
- Your School’s social media account
- Student groups and clubs (especially those running booths at FCD)
- Community organizations (especially those participating in FCD)
- Campus news, radio, and media outlets

- Local news, radio, and media outlets
- Social media accounts of participating departments

Unifying Marketing:

Another way to increase the amount of visibility related to posts about your Fresh Check Day includes taking a more involved approach to collaborate and unify marketing among organizations taking part in the event. There are several ways to ensure that followers notice a collaborative effort.

Posting:

We are making the Fresh Check Day Social Media Toolkit public to increase accessibility and remove any limitations for posting content. To promote collaboration, feel free to share this toolkit with community partners to highlight on their own platforms! Although this content can be shared any time, it may be helpful to coordinate a schedule for posting with community organizations to create a ‘social media storm’ and posts are launched at the same time. Additionally, use the comment feature on posts to increase excitement or add additional and brief information!

Collaborative Posting on Instagram:

Instagram has a ‘Collab’ feature that allows a user to coauthor posts and reduces the amount of duplicate content. When using this feature, the user posting the content will tag an additional user like the school or university social media profile, and the content will appear on both profiles once finalized. Using the Collab feature does not automatically post to another account as an automated message asking for consent of the tagged organization appears prior to the post publishing. To help with this process, please see the steps below to utilize the Collab feature on Instagram.

This process is different than tagging users with the @ symbol! See the Tagging Organizations section for reference.

1. Create a post or use one of the premade posts in the FCD Social Media Toolkit
2. On the caption screen, click Tag People
3. Click ‘Invite Collaborator’
4. Type in the desired account to collaborate with
5. Click Done to activate the Collaboration invitation
6. Publish the post



Pro Tip:

If possible, incentivizing others to post, repost, and comment on content is a great way to increase visibility and spread the word. Use an App like Random Name to enter the usernames of those who commented (bonus for tagging a friend) and spin to pick a winner for a prize!

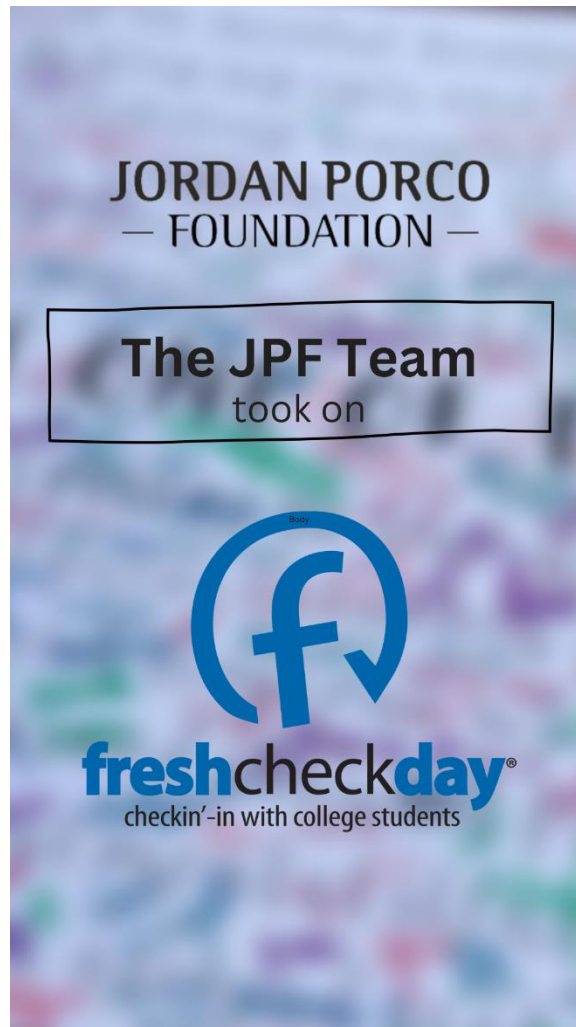
Customizing Content in the Social Media Toolkit

The FCD Social Media Toolkit was designed to make posting more convenient for both new and veteran schools hosting Fresh Check Day. Although there are a variety of posts to use within the toolkit, the JPF Team loves to see and shout out the unique ways schools and universities across the country host FCD. Customizing content allows followers a more personal experience while sharing your school's #initforlife pride. Below are some ways to customize the already existing content within the toolkit.

Suggested Customization Options

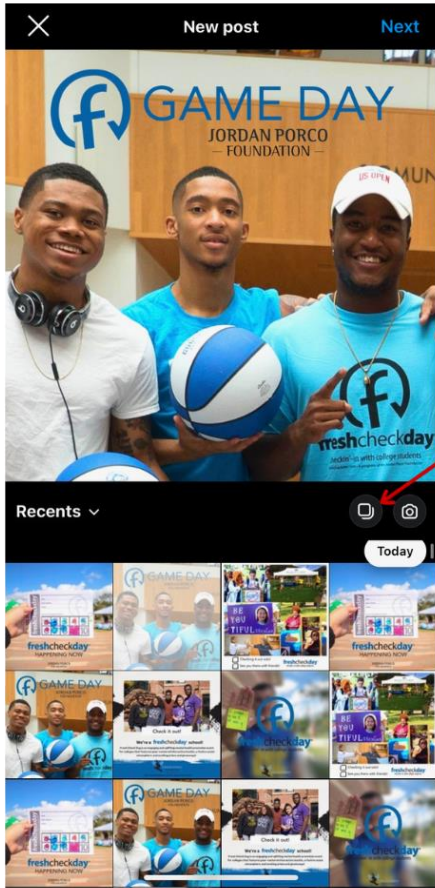
- Add your school or university logo through Instagram or Facebook to any story formatted post within the toolkit!

Customizable School Logo and Name Example (Instagram):



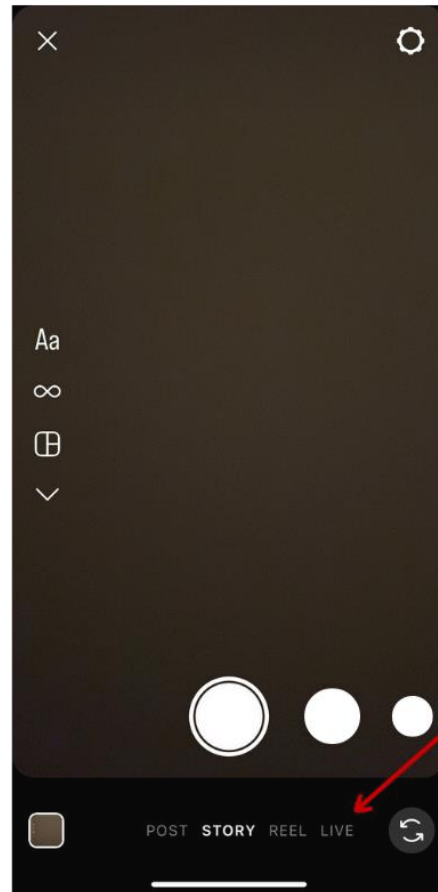
- Add your own content to our templated posts! The FCD Social Media Toolkit is meant to be buildable. With Facebook, Instagram, and X’s feature of allowing multiple images to be shared in one post, we encourage posts specific to your school’s FCD, too! For those that have hosted a Fresh Check Day event before, this is a fantastic opportunity to use past pictures and videos to highlight the program. For those that are new to FCD, try taking pictures and videos to use for future event days, and keep those files in an easily accessible place to use throughout the school year into the next!
- In the social media story example above, both “school logo” (The Jordan Porco Foundation), and “school name” (The JPF Team) were customized parts of this post. We hope you use this template to do the same!

Buildable Content Post Example:



Use this feature to add multiple images to a post

Livestream Content Example:



Use this feature to begin a live video on Instagram

Pro Tip:



Be sure to tag [@jordanporcofoundation](#) when posting on social media so we can acknowledge the fantastic work that goes into a successful Fresh Check Day! (You can tag us on social media stories, too!)

Gathering Content on Fresh Check Day

Fresh Check Day is an important event to promote mental health awareness and prevent suicide, so the day should be highlighted and celebrated! There are a variety of ways to promote Fresh Check Day in the moment, as well as after the event has concluded. Going 'live' on social media, interviewing students and staff, or a mascot takeover are only a few ways to increase engagement around the event. Although the JPF Team has provided some of our favorite strategies to promote Fresh Check Day, we absolutely encourage creative expression through the ways that feel right for your school population.

Utilizing the 'Live' Feature

Both Instagram and Facebook have a livestream feature to allow users the ability to watch and listen to content in the moment. Although the livestream features are similar on both Instagram and Facebook, Instagram pushes a notification to all followers when a livestream video is started to attract as much engagement as possible. Facebook livestream also includes features such as polls and donation buttons that are also beneficial to spreading the word and increasing participation.

Accessing Instagram Live:

1. Open the Instagram App and click 'Your Story' displayed under your profile picture on the top left-hand corner
2. Choose the camera option on the next page
3. At the bottom of the page, click 'Live' to access the livestream feature
4. When ready, begin your live video by choosing the circle on the center of the screen

Accessing Facebook Live:

1. Open the Facebook App and click your profile picture on the top left-hand corner as if you are going to post
2. From the options under the 'What's on your mind?' section, choose Live Video
3. When ready, begin your live video by choosing the 'Go Live' banner in the center of the screen



Pro Tip:

Remember, once the 'Go Live' feature is selected, users can view content in real time. Using a simple script to help move the video along may be beneficial when accessing this feature so that important details like time, place and events are captured.

FCD Live Example Script:

“We are here at Fresh Check Day on _____ college campus! Fresh Check Day is a program of the Jordan Porco Foundation that focuses on mental health topics and helps college students check in on themselves and their friends. Come check out interactive booths like _____, _____, _____ for a chance to win _____ or enjoy some food between classes! We will be here until _____ today. DM us with questions and we will see you soon!”



Pro Tip:

It can be beneficial to 'Go Live' multiple times during the FCD event to keep users engaged and up to date throughout the day by posting informational videos about the booths and interviews of students!

FCD Interview Example Script:

When highlighting Fresh Check Day through videos, it may be beneficial to use the following prompts to guide the interview and spotlight student voices throughout Fresh Check Day! Content captured should be short and sweet to hold limited attention. When interviewing, please keep in mind the importance of limited distractions and quality audio- what you have to say is important, and we want to be able to hear it!

- What has been your favorite part of Fresh Check Day so far?
- Why do you think mental health events like Fresh Check Day are important to have on campus?
- Was there a booth that stood out to you today and why?
- What is one thing you will take away with you from today?
- What would you say to a fellow student who wasn't sure about coming to Fresh Check Day that might encourage them to change their mind?
- What are you looking forward to during the next FCD on campus?

Highlighting Booths at FCD and Hosting a Successful Event

We like to say the heart of Fresh Check Day lies in the interactive booths. Using the social media toolkit as a template to highlight the different booths during FCD events is a wonderful way to share a sneak peak of what students can expect and adds extra excitement to the day while the event is going on. Although the JPF Team would love for your school to highlight all the booths at FCD, there are some feature tips to keep in mind throughout the day!

Feature Tips

- Make sure to highlight a variety of booths. Specific booths may resonate with student needs, so bringing attention to each booth's uniqueness and purpose is important!
- Capture photos and videos that are representative of the diversity on your campus! Showing real-world, authentic content is important to us, and it should be to your campus, too!
- Bring attention to the FCD event stamp card and spotlight prize drawings, as well as other participation incentives! Trust us, they work!
- Planning is your friend! Brainstorm ways to best highlight the day, including choosing your featured booths in advance, asking about student or coordinator interviews, purchasing a small microphone for the best quality when filming videos, and identifying ideal locations for audio recording with minimal background distractions. If possible, videos should include the JPF or FCD logo to show support for the mission.
- Remember to feature the positive energy and uplifting messaging of Fresh Check Day! We acknowledge that mental health and suicide can be difficult topics to discuss. However, Fresh Check Day strives to create an atmosphere of connection and invitation for necessary, yet meaningful and even lifesaving conversation.

Special Thanks

With over a decade of successful Fresh Check Days down, and many more to go, the JPF Team acknowledges that the legacy of Jordan Porco, and this program would not have been possible without the support of schools across the country. Thank you for supporting the mission by sharing FCD event photos, testimonials, and videos! It is because of the previously existing content that made this toolkit possible and we cannot wait to see the additional content that comes from it! In the meantime, we will be eagerly waiting to like, repost, and share content across social media platforms!

