Fresh Check Day
Social Media Toolkit
User Guide

Social Media Toolkit Guide

Contents

Welcome to the Fresh Check Day Social Media Toolkit!

This guide is here to help you make the most of your event promotion and utilize provided content from the 2025 Updated Social Media Toolkit. Whether you're a student leader, staff member, or program partner, this step-by-step breakdown will help you use our resources to spread the word and build momentum for your Fresh Check Day.

Introducing MemoryFox

MemoryFox is a simple and powerful tool to collect stories, testimonials, and media from our program partners (you!) and participants (your students!).

Whether it's capturing photos, videos, or written reflections, MemoryFox makes it easy to capture the impact of your Fresh Check Day. The unique Fresh Check Day campaign link allows you to follow prompts and upload content directly - no login required!

By uploading your Fresh Check Day content to MemoryFox, you'll be entered into a **monthly drawing to win a $25 Amazon gift card**! 🎉

We love seeing the creative ways campuses bring Fresh Check Day to life, and this is the perfect way to make sure your content gets recognized.

Scan here for MemoryFox

SCAN TO SHARE

Scan here for social media toolkit

fresh check day

SCAN TO SHARE

Posting Images

Still image posts are a great way to promote your event, highlight booths, and thank volunteers.

Recommended Platforms: Facebook and Instagram

Ready-to-Post Graphics

These graphics are pre-designed and ready to go — no editing needed.
Steps:

1. Download the image to your device.

2. Open your chosen platform (Instagram or Facebook) and start a new post.

3. Upload the image.

4. Copy and paste the suggested caption (optional), making sure to add your event-specific details where indicated.

5. Click "Post" and get ready to engage with your campus community!

Customizable Graphics

These graphics allow you to personalize your content with specific event details.
Steps:

1. Click on the editable Canva link provided.

2. Customize the graphic with your event name, date, location, or other details.

3. Download the edited image to your device.

4. Open your chosen platform and start a new post.

5. Upload the customized image.

6. Paste the suggested caption (optional) and insert your event information where prompted.

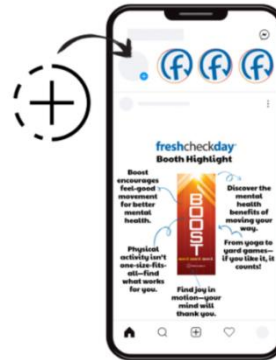7. Click "Post" and let the Fresh Check Day excitement begin!

Sharing Stories

Stories are temporary posts that appear at the top of your audience's feed and disappear after 24 hours. They're a great way to share quick, engaging content in real time.

<u>Recommended Platforms</u>: Instagram and Facebook

When to Use Stories:

- Promote live event updates

- Share countdowns to build excitement

- Highlight booth sneak peeks or setup

Ready-to-Post Story Graphics

These are pre-made and ready to upload directly to your story — no editing required.
Steps:

1. Download the story graphic to your device.

2. Open Instagram or Facebook.

3. Tap "Your Story."

4. Select the downloaded graphic.

5. Tap "Post" — and your story is live!

Customizable Story Graphics

These let you personalize the story with your event's specific details.
Steps:

1. Click or tap the editable Canva link provided.

2. Add your event info (date, location, etc.) directly in Canva.

3. Download the customized story graphic to your device.

4. Open Instagram or Facebook and tap "Your Story."

5. Select your customized graphic.

6. Tap "Post" — and share the excitement with your followers!

Making Reels or TikToks

Short-form videos like Instagram Reels and TikToks are a fun, creative way to build energy and give your audience a feel for what Fresh Check Day is all about.
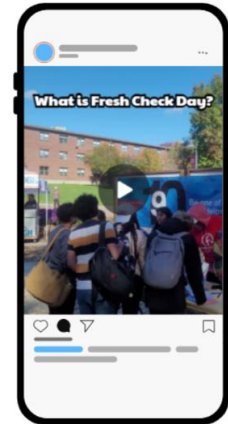
Why Use Them:

- Show off the vibe and excitement of your event

- Create anticipation and boost engagement

- Highlight booths, student involvement, and event setup

Ready-to-Post Videos

These pre-made videos are ready to share without any edits.
Steps:

1. Download the video to your device.

2. Open Instagram (Reels) or TikTok.

3. Start a new post and select the downloaded video.

4. Paste the suggested caption (optional) and add any relevant event details.

5. Tap "Post" — and watch the engagement roll in!

Customizable Videos

These allow you to tailor the video to your specific event.
Steps:

1. Click the editable Canva link provided.

2. Customize the video with your event name, date, location, or other details.

3. Download the final video to your device.

4. Open Instagram or TikTok and begin a new post.

5. Upload your customized video and add any event-specific info in the caption.

6. Tap "Post" — and share your Fresh Check Day spirit with your community!

Reposting Content

When someone tags your school or Fresh Check Day page in a post, resharing their content is a great way to boost visibility and show community engagement.

Here's how to re-share content on each platform:

- **Instagram:**
  If your account is tagged in a Story or post:

  1. Tap the paper airplane icon below the post.

  2. Select "Add to Your Story."

  3. You can customize it with text, stickers, or GIFs before sharing.

- **Facebook:**

  1. Click the "Share" button under the post.

  2. Choose "Share to Your Story" or "Share to Feed" depending on where you want it to appear.

- **TikTok:**
  TikTok doesn't allow traditional reposting, but you can:

  o Download the video (if enabled) and re-upload with credit in the caption.

  o Stitch or Duet the video to create a connected post with your own commentary or reaction.

Tip: Always credit the original poster if you're re-sharing their content, especially on TikTok.

Live content is a powerful way to bring your event to life and connect with students in real time — especially those who may not be on-site yet.

Using the "Live" Feature

Going Live = streaming video in real time. It's perfect for:

- Walking viewers through the event

- Highlighting booths and giveaways

- Showing off the energy and atmosphere

- Letting students know what's happening — and how to join!

Platforms: Instagram and Facebook

Sample Live Script

"Hey everyone! We're here at **[School's Name]** Fresh Check Day!
Come visit us outside **[Location]** until **[End Time]** for free food, awesome booths, and mental health resources. Don't miss it!"

Interview Tip

Add a personal touch by asking a student or booth rep a quick question like:
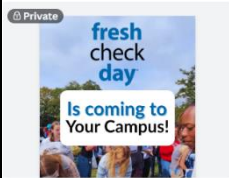
"Why is Fresh Check Day important to you?"

Keep interviews **short, friendly, and authentic** — just 15–30 seconds is enough to make an impact.
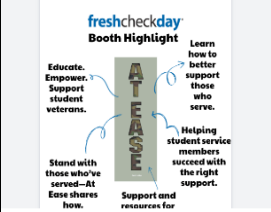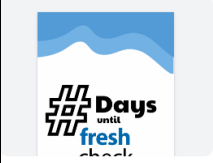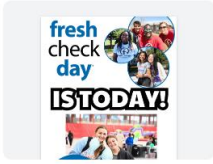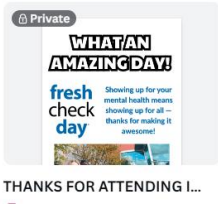
Planning Your Posts

Sample Content Calendar

This is just an example to give an idea on how to organize posts, so they are not overwhelming or too spaced out! It is recommended to customize your content schedule to best fit your campus needs!

Timeline	Image	Caption	Hashtags/Tags
One month prior to FCD	Reel/ TikTok Instagram Reel FCD Is Coming not … Mobile Video • Edited 6 days ago	🎉 Fresh Check Day is COMING to campus! 🎉 Get ready for an epic day of mental health, music, free stuff, and real talk 💬 💚 You won't want to miss this 👀 📍 [Insert Campus Name] 📅 [Insert Date] 🕐 [Insert Time] Tag your friends and show up for yourself + each other. #FreshCheckDay #MentalHealthMatters #CampusVibes #BeThere	#FreshCheckDay #mentalhealthmatters #endthestigma #letstalkaboutit #mentalhealthawareness #mentalhealthishealth #campusmentalhealth #campuswellness @JordanPorcoFoundation
One month prior to FCD	Image	📸 A *snapshot* of Fresh Check Day — and a preview of what's to come! 💚 This isn't just an event. It's a movement to check in on mental health, build community, and spark real conversations — all through fun, interactive booths, giveaways, music, and more. ✨ Be a part of it.	#FreshCheckDay #mentalhealthmatters #endthestigma #letstalkaboutit #mentalhealthawareness #mentalhealthishealth #campusmentalhealth #campuswellness @jordanporcofoundation
Three Weeks Prior to FCD	Reel Instagram Reel What is Fresh Check…	🎉 What *is* Fresh Check Day? Let us show you 👇 ✨ Booths. 💥 Energy. 🧠 Resources. 🎁 Giveaways. Get ready — Fresh Check Day is coming to [Your Campus Name]! 📅 Mark your calendars — you won't want to miss this! #FreshCheckDay #MentalHealthMatters #CampusWellness #CheckIn	#InItforLife #FreshCheckDay #mentalhealthmatters #endthestigma #letstalkaboutit #mentalhealthawareness #mentalhealthishealth #campusmentalhealth #campuswellness @JordanPorcoFoundation @StudentUnion

	Carousel Post (feature all the booths that will be at your FCD, so students are familiar prior to event day!)	🎪 ✨ Get ready to explore what Fresh Check Day is all about! From self-care stations to mental health education, our booths are interactive, fun, and designed to leave you feeling empowered and supported 💚 👀 Swipe through to see just a few of the amazing booths you'll find at [School Name]'s Fresh Check Day! 🎉 Free giveaways, games, and resources at every stop 📍 [Location] 🈳 [Date] ⏰ [Time] #FreshCheckDay #YourMindMatters #[SchoolName]FCD #MentalHealthAwareness #CampusWellness	#InItforLife #FreshCheckDay #mentalhealthmatters #endthestigma #letstalkaboutit #mentalhealthawareness #mentalhealthishealth #campusmentalhealth #campuswellness @JordanPorcoFoundation @StudentUnion @CommunityPartners
Two weeks prior to FCD	Story or static post	🟢 FILL YOUR CARD, WIN BIG 🟢 Visit booths ✅ Get your stamp ✅ Turn in your completed stamp card ✅ ➡️ Be entered to win an Owala tumbler 🏆 💧 It's that easy. Explore the event, check in on your mental health, and walk away with more than just good vibes 👋 📍 Don't forget to stop by the Check-In table to drop off your card! #FreshCheckDay #StampCardChallenge #MentalHealthAwareness #OwalaGiveaway #CampusWellness #CheckInAndWin	#InItforLife #FreshCheckDay #mentalhealthmatters #endthestigma #letstalkaboutit #mentalhealthawareness #mentalhealthishealth #campusmentalhealth #campuswellness @JordanPorcoFoundation @StudentUnion @CommunityPartners @CampusNews

Week of event	Countdown Story Instagram Story Coun… Your Story • Edited 18 days ago	There are no captions needed for story's just don't forget to tag the appropriate accounts! You can also add a location!	@JordanPorcoFoundation 6 6 @StudentUnion @CommunityPartners @CampusNews
Day of Event	Story or static post FCD IS TODAY FB STO… Your Story • Edited 6 days ago	Caption 🎉 Fresh Check Day is TODAY! 💚 Join us for a day of positivity, connection, and mental health awareness — right here on campus! ✔️ Free giveaways ✔️ Interactive booths ✔️ Real conversations ✔️ Community + support 📍 [Location] 🕐 [Time] Bring your friends, grab a stamp card, and let's check in with ourselves and each other. You don't want to miss this!	Hashtags/Tags @jordanporcofoundation #FreshCheckDay #MentalHealthMatters #CheckIn #CampusWellness #YouMatter #CheckIn #StigmaFreeCampus
Day of Event	Live story's! (Designate someone to capture content throughout the day uploading in real time!) Make sure to have someone monitoring the account to ensure all posts that you are tagged on are being reshared to		#FreshCheckDay #FreshCheckDay #ThankYou #MentalHealthAwareness #YouMatter #CheckIn #StigmaFreeCampus @JordanPorcoFoundation

	your account and engaged with!		
Day after Fres Check Day	Static or story Private WHAT AN AMAZING DAY! fresh check day — Showing up for your mental health means showing up for all — thanks for making it awesome! THANKS FOR ATTENDING I…	💚 That's a wrap on Fresh Check Day — and what an incredible day it was! Thank you to everyone who showed up, spoke up, and helped make mental health matter on our campus. From the amazing booths to the powerful conversations, this event was full of energy, connection, and community. A huge shoutout to our volunteers, student orgs, and partners who made it all happen — we couldn't have done it without you! Let's keep the momentum going. Check in with yourself, check in with each other — because mental health matters every day. Until next time... 💚	#InItforLife #FreshCheckDay #ThankYou #MentalHealthAwareness #YouMatter #CheckIn #StigmaFreeCampus @JordanPorcoFoundation @StudentUnion

Tips and Tricks to Have a Successful Social Media Marketing Campaign

Why Social Media Matters

Social media is one of the best ways to spread the word about your event, increase turnout, and create excitement. It helps:

- Reach students where they are
- Keep your campus community informed
- Highlight the amazing work you're doing

💬 97   ❤️ 222   👤 55

Important Messaging Reminder!

When discussing topics such as suicide, mental health struggles, or related challenges, it's essential to approach with care, empathy, and responsibility. Many individuals may have **lived experience**, whether personally or through someone they care about. Honor their

stories by using **empowering, non-stigmatizing language**, and always include **support resources**.

Do:

- Use hopeful, supportive messaging

- Acknowledge that healing is possible

- Encourage connection and help-seeking

- Highlight strength in vulnerability

Avoid:

- Sharing graphic details or triggering content

- Using language that could be interpreted as judgmental or dismissive

Always include resources like:

- **988 Suicide & Crisis Lifeline** (Call or text 988)

- **Crisis Text Line** TEXT: 741741

- Your school's counseling center or mental health support services

Let's make every post a **safe space** that uplifts, supports, and reminds students they are not alone.

You can schedule posts using tools like:

- Meta Business Suite (for Facebook/Instagram)

Building Awareness

- Ask student groups to repost and share

- Add the event to your school's online calendar or main social media page

- Make sure you tag organizations that are apart of your FCD event! (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

- Ask main university and different clubs/organizations to collaborate on posts so they show up on both your accounts for the most visibility and traction

- Include info in email newsletters and digital signage

Be Creative — Make It Yours!

This toolkit is here to guide and inspire you, but it's just the beginning! We encourage *creativity* and welcome any additional posts, stories, or content you want to create to promote your Fresh Check Day!

Feel free to use your own voice, highlight what makes your campus unique, and bring your own ideas to life. As long as your content aligns with the mission of promoting mental health and creating a safe, inclusive space — you're doing it right.

Let your creativity shine! 💡 ✨