

# NEW MEXICO COVID-19 VACCINE CONFIDENCE



**SOCIAL MEDIA TOOLKIT**



IN PARTNERSHIP WITH:



## WHAT IS THE COVID-19 VACCINE CONFIDENCE PROGRAM?

The New Mexico Black Leadership Council and our partners have compiled information and resources to boost confidence in the Covid-19 vaccine. Facts about Covid-19, vaccination facts, a comprehensive toolkit, testing sites, a resource library, and more are all included in this program.



## THE PURPOSE

We need to address the "elephant" in the room. Black Americans recall our nation's history of racism in medical research and medical care as one of the primary reasons they're hesitant to get the COVID-19 vaccine. This is not that. We want to provide information and resources available to dismiss the myths and amplify the facts.

## WHAT'S IN THIS KIT?

- How to use this kit
- Social Assets
- Post Examples

# HOW TO USE THIS TOOL KIT

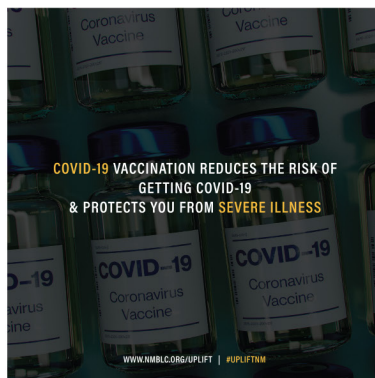
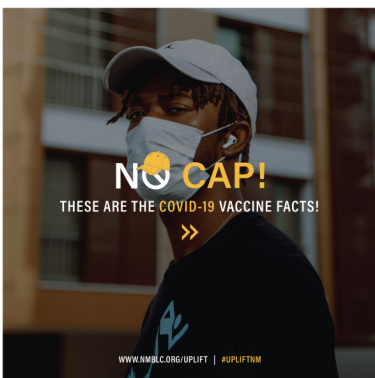
We have tailored our campaign for use on social media platforms like Facebook and Instagram. This kit will give you access to the graphic assets and videos that will be used throughout the campaign. Review the information below for post examples.

## SOCIAL MEDIA ASSETS

### SINGLE POST(S)

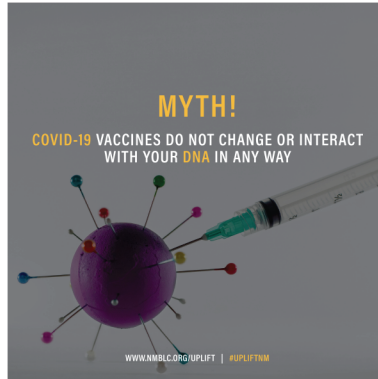


### CAROUSEL (MULTIPLE IMAGES) POST



# SOCIAL MEDIA ASSETS

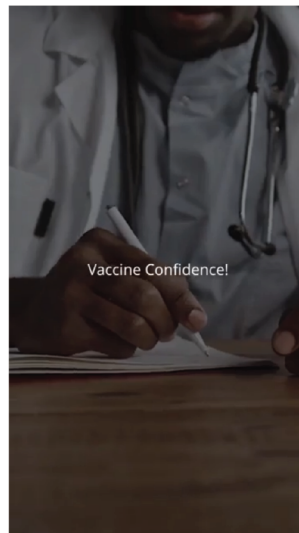
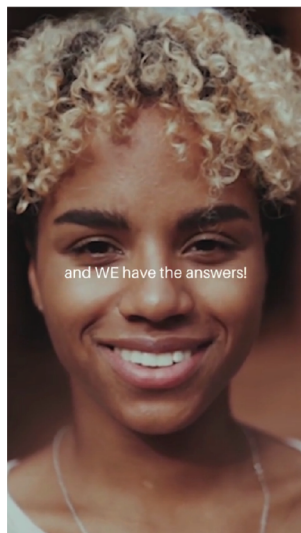
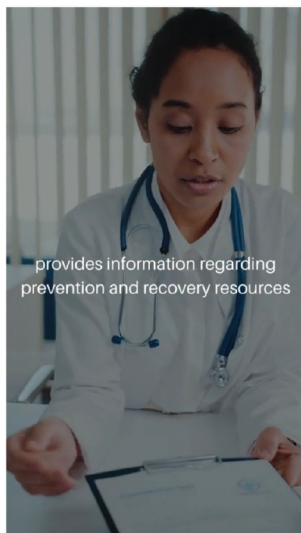
## CAROUSEL (MULITPLE IMAGES) POST



## CAROUSEL (MULITPLE IMAGES) POST



## REELS / TIK-TOK / SHORTS



GO TO ASSETS FOLDER



# TIPS & RESOURCES

## TIP 1: YOU MUST USE THE #UPLIFTNM IN YOUR POST DESCRIPTION

By using the hashtag #UpLiftNM we can collect and monitor each post and engagement activity for everything published for the campaign. Make sure you include it in all of your posts.

## TIP 2: VIDEOS ARE SHARED, NOT POSTED

Videos for the #UpLiftNM campaign will be first posted and boosted from the **New Mexico Black Leadership Council** page. Make sure you share the post from the page in order to increase engagement with the video. You'll receive email correspondence with an update on when the videos will be published.

## TIP 3: SHARE, TAG, AND COLLABORATE

Lots of programs have similar services and some share the same resources. Feel free to tag other organizations and share content from the campaign onto your Facebook page in order to increase engagement.

## CANVA - FREE ONLINE DESIGN SOFTWARE

Website: <https://www.canva.com/>

Training: <https://designschool.canva.com/tutorials/>

## FACEBOOK PUBLISHING TOOLS

Help Center: <https://www.facebook.com/help/1533298140275888>