

## HOW TO: USE YOUR SOCIAL MEDIA PACK

### *Overview*

- Every month, you'll receive a social media pack.
- The pack will contain content for eight social media posts, including:
  - Fill-in-the-blank captions, ready to be customized for your destination.
  - Accompanying royalty-free photos, already sized and formatted for Facebook.
- These instructions will take you through the steps of using the captions and photos to easily post to Facebook.

### *A Few Things to Keep in Mind*

- These instructions cover posting to Facebook, as that's our clients' most-used social media platform.
- If you need help with a different platform, please let us know.
- If you need to re-size the photos we provide, we like <https://www.photoresizer.com/>

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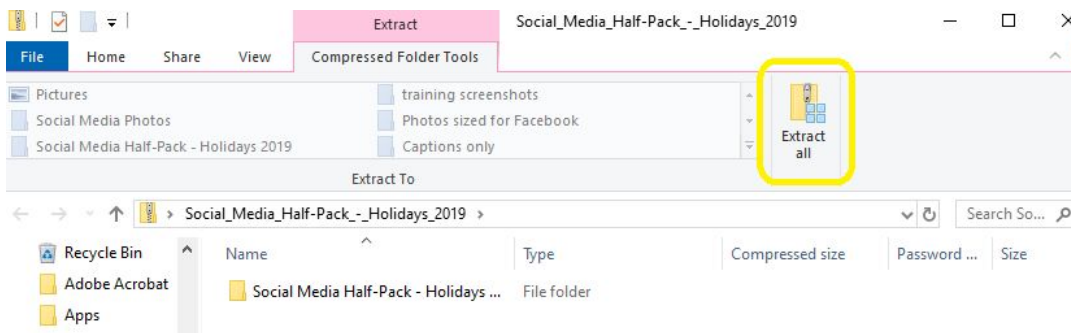
***87% of Millennials on Facebook said they use the social media site for travel inspiration***

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# STEP ONE

## Unzip Your Social Media Pack

- The social media pack will come in the form of a zipped folder.
- Open up the zipped folder and select Extract All.



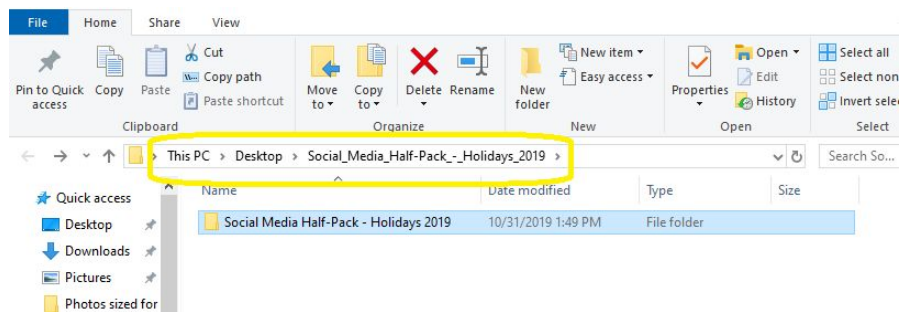
- You'll have to select a folder to save the files to, once they're extracted.

### Select a Destination and Extract Files

Files will be extracted to this folder:

Show extracted files when complete

- Click Extract.
- If you're not sure where your files are, check the path at the top.



## STEP TWO

### Post to Facebook

- Once you un-zip your folder, you'll see that it contains:
  - A folder of text-only captions (in different formats).
  - A folder of photos ready to be posted to social media (no photo credit is required).
  - A PDF of captions and suggested images to go with them.

Name	Type
Captions only	File folder
Photos sized for Facebook	File folder
Social Media Half-Pack - Holidays 2019	Adobe Acrobat Document

- You can open up the PDF to get inspiration and start planning your posts.

**Suggested dates: 11/21-27**

#### Theme: Locally-Sourced Thanksgiving

Ready for an all-[your area] Thanksgiving table? We sure are! Thanksgiving - and Christmas - are almost here, and there is truly nothing like a locally-sourced holiday table to share with family and friends. This November you should head out to [local winery/brewery/Farmers Market/specialty shop/orchard/bakery] and pick up some local specialties to wow visitors. So tell us, what is your favorite holiday table item to pick up in [your area]?

#### Photo Ideas:

- Beautiful holiday table (see corresponding folder)
- Your local merchants and/or their shops
- Local food

Photo by Debby Hudson on Unsplash



Photo by Element5 Digital on Unsplash



- Once you're ready to post, open the Captions Only folder. Captions will be saved here in several different file formats, because we're both Mac and PC-friendly. 😊

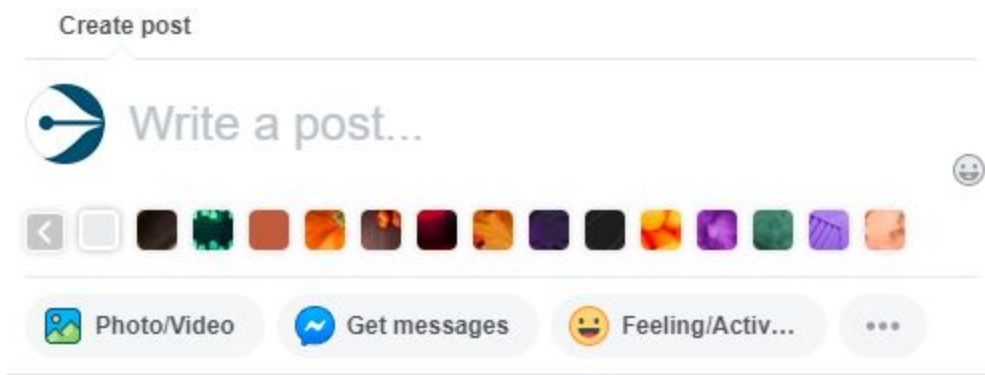
Name	Type
Social Media Half-Pack - Holidays 2019	Microsoft Word Document
Social Media Half-Pack - Holidays 2019	Adobe Acrobat Document
Social Media Half-Pack - Holidays 2019	Rich Text Format
Social Media Half-Pack - Holidays 2019	Text Document

- Open the file that works for you, and replace the highlighted/bracketed text with text that's specific to your destination.

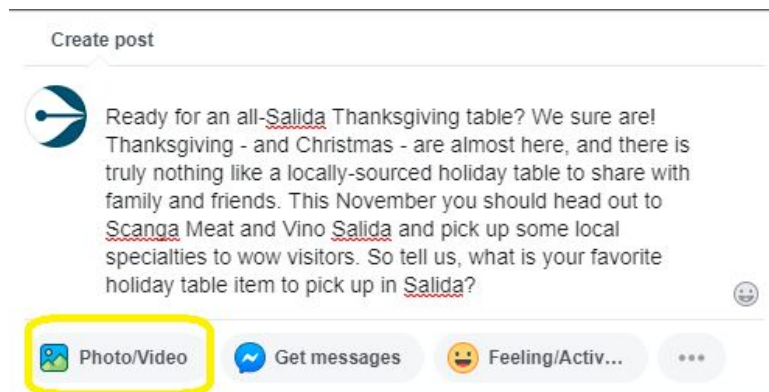
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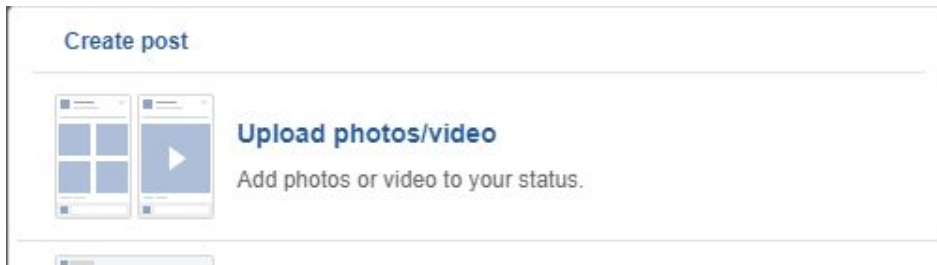
- Highlight the text, then copy it (Ctrl + C on a PC, Command + C on a Mac).
- Open up Facebook, and click into the box that says "Write a post..."



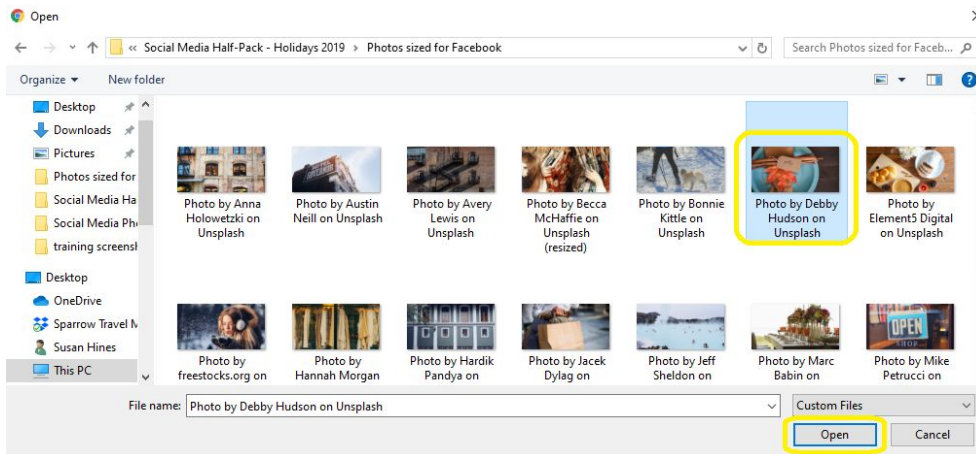
- Paste the text you've copied in there (Ctrl + V on a PC, Command + V on a Mac).
- Next, click Photo/Video.



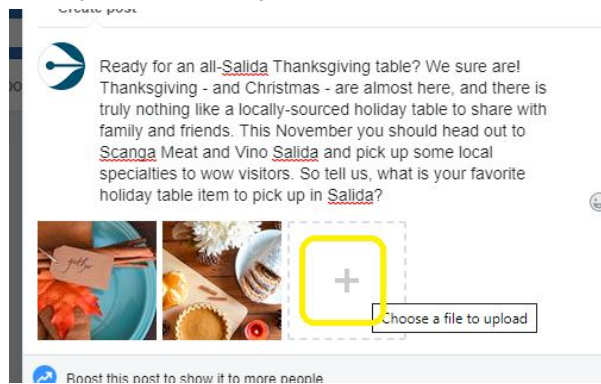
- Select Upload photos/video.



- Next, navigate to the folder "Photos sized for Facebook", select the photo you want to use, and click Open.



- You can add multiple photos to one post by clicking the plus icon. You can also use a mix of photos we provide, and your own.



- Once you've added your photos and copy, you'll click "Post" or "Share Now" (this button looks different depending on if you're posting to a personal or business page).

## STEP THREE

### Giving Photographer Credit

**\*\*Important:** The photos that we provide are free, meaning you do not need to ask permission from or provide credit to the photographer. However, it is appreciated when possible, so we will give you instructions on how to do it.\*\*

- After you post your content, click on one of the photos, and click Add a Description.



- Our photos will always be labeled the exact way they should be credited, so you can copy the file name...



- ...and paste it into the description, then click Finished Editing.

Photo by Debby Hudson on [Unsplash](#)

Who were you with?

Where was this photo taken?

2019 | October | 31 | + Add hour

Specific friends

**Finished Editing** Cancel

## **FUTURE STEPS**

### *What Comes Next?*

Once you're comfortable using your social media packs to post content, we'll show you how to schedule all eight of your posts at the same time.

This means you'll complete your social media posts for the entire month in one to two hours.