

#ThinkABILITY  
March 2017

Changing Lives. Every Day.

# Communication & Marketing Toolkit

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# FACT SHEET

- #ThinkABILITY is from March 1 – 31, 2017. It's a month long social media campaign to celebrate accomplishments of individuals with disabilities.
- Anyone can participate in this event. You, me and anyone else that wants to celebrate individuals with disabilities.
- The official event will be happening on Facebook, Twitter and Instagram. However, we anticipate many will also share on Pinterest and LinkedIn.
- You can get involved by liking, sharing, retweeting our posts and creating some of your own.
- Share a story, video, quote or other inspirational things.
- The event was created by the Young Professional Leadership Council of Families Helping Families of Jefferson. They want to recognize and celebrate what people with disabilities accomplish every day. Too often we hear stories, people whispering, negative comments and more from individuals regarding people with disabilities. People with disabilities are more like people without disabilities than different.
- Things worth sharing can literally be anything, as long as it's positive. It could be a very small accomplishment to something monumental.
- You can post your stuff on your own social media sites.

To find, like and share our posts, click the social media icons



**Don't forget to mark each post with hashtags:**  
#ThinkABILITY & #FamiliesHelpingFamilies

# ONLINE Marketing

**FACEBOOK:** Facebook has no word limit – but shorter is better. Facebook makes a bigger impression with an image and a link. If you are writing a post about someone specific, share a picture of the person. If there is a story on-line or YouTube video you think is super cool, post the link.

1. Get started by “liking” the Families Helping Families of Jefferson Facebook page [www.facebook.com/FHFJefferson](http://www.facebook.com/FHFJefferson). This will keep you connected.
2. Start sharing the event by using the official #ThinkABILITY Day branding for your Facebook Cover Photo. You can download it from Families Helping Families Website at <http://fhfjefferson.org/whats-going-on/special-events/thinkability>.
3. Tell everyone about your participation in #ThinkABILITY Day (familiarize your followers and friends), and encourage them to share your posts about your participation.
4. Be strategic about your messaging and timing. Best time for postings are early morning, noon time and late afternoon.
5. Use #ThinkABILITY to make your post searchable with all other related #ThinkABILITY posts.
6. Use #FamiliesHelpingFamilies to help bring attention to the wonderful support the FHF network provides to families of children with disabilities and adults with disabilities.

## **Pre-March Sample Facebook Posts:**

“What are you doing in March? I’m participating in #ThinkABILITY month! Want to join me? #FamiliesHelpingFamilies”

“Help me spread the word about #ThinkABILITY month #FamiliesHelpingFamilies”

“Coming Soon – #ThinkABILITY month #FamiliesHelpingFamilies.

**TWITTER:** Twitter only allows 140 characters – use your words wisely and don’t forget to include #ThinkABILITY and #FamiliesHelpingFamilies when possible.

1. Get started by “following” the Families Helping Families of Jefferson Twitter page. [@FHFofJefferson](https://twitter.com/FHFofJefferson). This will keep you connected.
2. Start sharing the event by using the official #ThinkABILITY Day branding for your Twitter Cover Photo. You can download it from Families Helping Families Website at <http://fhfjefferson.org/whats-going-on/special-events/thinkability>.
3. Tell everyone about your participation in #ThinkABILITY Day (familiarize your followers and friends), and encourage them to share your posts about your participation.
4. People tweet all the time. However, the majority report they tweet in the early morning, mid/late afternoon and weekends.
5. Use #ThinkABILITY to make your post searchable with all other related #ThinkABILITY posts.
6. Use #FamiliesHelpingFamilies to help bring attention to the wonderful support the FHF network provides to families of children with disabilities and adults with disabilities.

### **Pre-March Sample Tweets**

“@FHFofJefferson we are getting ready for #ThinkABILITY #FamiliesHelpingFamilies”

“#ThinkABILITY month coming in March 2016 #FamiliesHelpingFamilies”

“Are you ready for #ThinkABILITY month? #FamiliesHelpingFamilies

**INSTAGRAM:** The caption limits and comment limits for Instagram are now set at 2200 characters. You cannot share a photo that someone else posts to their Instagram account. However, Instagram makes sharing “your” photos from your phone super easy. Also, they give you the option to share your Instagram post to your other social media accounts all at one time. Currently, you can share on Facebook, Twitter, Tumblr and Flickr.

If you are sharing a photo of someone specific, caption the post by writing about them and their ABILITIES.

1. Get started by “liking” the Families Helping Families of Jefferson Instagram page. [www.instagram.com/fhfofjefferson](http://www.instagram.com/fhfofjefferson) . This will keep you connected.
2. Start by posting the official #ThinkABILITY Day branding photo to your Instagram account. You can download it from Families Helping Families Website at <http://fhfjefferson.org/whats-going-on/special-events/thinkability>. Write a caption with your post telling followers about your participation (familiarize your followers and friends) and encourage them to participate.
3. Visit our [Instagram](#) page daily and like our posts.
4. Be strategic about your messaging and timing. Best time for postings are early morning, noon time and late afternoon.
5. Use #ThinkABILITY when captioning your posts so it will be searchable with all other related #ThinkABILITY posts.
6. Use #FamiliesHelpingFamilies to help bring attention to the wonderful support the FHF network provides to families of children with disabilities and adults with disabilities.

# EMAIL AND LETTER TEMPLATES

Dear (Insert Name),

I have some wonderful news to share with you. During the month of March, I'm participating in #ThinkABILITY Month to bring attention to the wonderful things people with disabilities do every day.

(You could insert a story here)

I'm writing you in hopes that you will join me in this month long social media celebration.

All you need to do is:

- Like and share my posts on Facebook
- Like and retweet my tweets on Twitter
- Like our posts on Instagram.
- Share your own stories, video's, quotes or other inspiration things.
- Most importantly, use #ThinkABILITY and #FamiliesHelpingFamilies in all posts and tweets so they are easily searchable and can determine the true impact of this event.

I hope I can count on you to help out. It doesn't cost anything and the messages we'll be sharing will bring a lot of positive attention to people with disabilities.

Dear (Insert Name)

Today is (March \_\_) and it's officially #ThinkABILITY Month. For the rest of the month, people will be posting all over Facebook, Twitter and Instagram accomplishments of people with disabilities.

I'm writing in hopes that you want to participate in this great social media event with me. It doesn't cost you anything and all you need to do is:

- Like and share my posts on Facebook
- Like and retweet my tweets on Twitter
- Like our posts on Instagram
- Share your own stories, video's, quotes or other inspiration things.
- Most importantly, use #ThinkABILITY and #FamiliesHelpingFamilies in all posts and tweets so they are easily searchable and can determine the true impact of this event.

I hope I can count on you to help out. The messages we'll be sharing will bring a lot of positive attention to people with disabilities.

# PRESS RELEASE TEMPLATE

## FOR IMMEDIATE RELEASE

For more information contact:

(Your Name)

(Your Email)

(Your Phone number)

(Your organization) to Participate in #ThinkABILITY Month  
March 1 – 31, 2017

**(City, State / Date)** – (Your organization) announces its participation in #ThinkABILITY month hosted by Families Helping Families of Jefferson. #ThinkABILITY month is a month long Social Media Campaign to celebrate accomplishments of individuals with disabilities. Every day during the month of March we will post stories, quotes or other inspirational things.

We are asking the public to **like** the Families Helping Families of Jefferson (FHF) Facebook page at [www.facebook.com/FHFJefferson](http://www.facebook.com/FHFJefferson) follow us on Twitter [@FHFofJefferson](https://twitter.com/FHFofJefferson) and Instagram at [www.instagram.com/fhfofjefferson](http://www.instagram.com/fhfofjefferson). The public is also encouraged to share the posts on Facebook, retweet the tweets on Twitter, and post their own positive story to any/all of their social media accounts. Remember to include the hashtags #ThinkABILITY and #FamiliesHelpingFamilies in the posts.

For more information about (Your Organization), please visit (insert your website). For more information about #ThinkABILITY month, please email [mjacob@fhfjefferson.org](mailto:mjacob@fhfjefferson.org).

###

About (Your organization):  
(Insert information about your organization)

About Families Helping Families of Jefferson:  
Families Helping Families of Jefferson is part of the Statewide Families Helping Families Network. We are parents or relatives of children with disabilities and individuals with disabilities. We believe that everyone, no matter how severe the disability, are born with abilities. We encourage and support everyone to nurture those abilities to their fullest potential. We Change Lives. Every Day.

# SOCIAL MEDIA CALENDAR

Use this calendar to help plan your social media messages so it is strategic. The calendar is designed to increase frequency of messaging leading to March 1<sup>st</sup>. You may want to use separate calendars for different social media platforms.

Date/Time	Message	✓ when completed
Sample February 10, 2017 9:00 am	Sample What are you doing in March? I'm participating in #ThinkABILITY month! Want to join me? #FamiliesHelpingFamilies	
February 11, 2017		
February 12, 2017		
February 13, 2017		

Date/Time	Message	✓ when completed
February 14, 2017		
February 15, 2017		
February 16, 2017		
February 17, 2017		

Date/Time	Message	✓ when completed
February 18, 2017		
February 19, 2017		
February 20, 2017		
February 21, 2017		

Date/Time	Message	✓ when completed
February 22, 2017		
February 23, 2017		
February 24, 2017		
February 25, 2017		

Date/Time	Message	✓ when completed
February 26, 2017		
February 27, 2017		
February 28, 2017		
March 1, 2017	The day has finally arrived to post your first story or share or retweet something else already posted.	

Date/Time	Message	✓ when completed
March 2, 2017		
March 3, 2017		
March 4, 2017		
March 5, 2017		

Date/Time	Message	✓ when completed
March 6, 2017		
March 7, 2017		
March 8, 2017		
March 9, 2017		

Date/Time	Message	✓ when completed
March 10, 2017		
March 11, 2017		
March 12, 2017		
March 13, 2017		

Date/Time	Message	✓ when completed
March 14, 2017		
March 15, 2017		
March 16, 2017		
March 17, 2017		

Date/Time	Message	✓ when completed
March 18, 2017		
March 19, 2017		
March 20, 2017		
March 21, 2017		

Date/Time	Message	✓ when completed
March 22, 2017		
March 23, 2017		
March 24, 2017		
March 25, 2017		

Date/Time	Message	✓ when completed
March 26, 2017		
March 27, 2017		
March 28, 2017		
March 29, 2017		

Date/Time	Message	✓ when completed
March 30, 2017		
March 31, 2017		

If you have any questions or need any clarification, please email Mary Jacob at [mjacob@fhfjefferson.org](mailto:mjacob@fhfjefferson.org).

Thanks for helping us spread the word about #ThinkABILITY Month and celebrating people with disabilities!