



Virtual Fill the Boot Social Media Guide

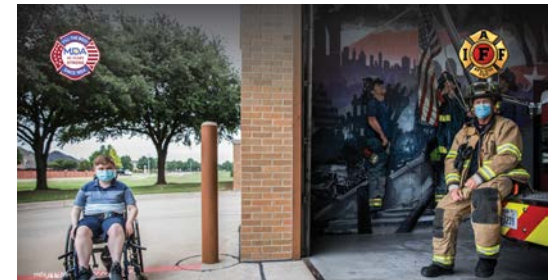
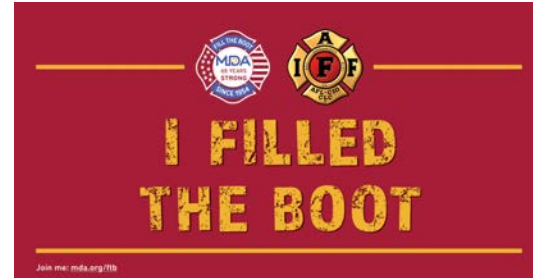
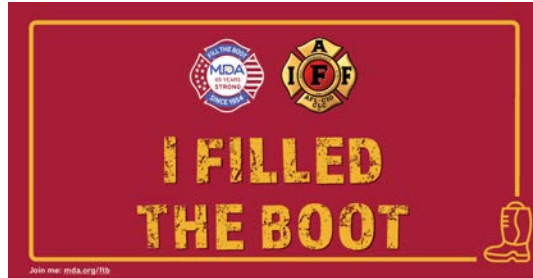
Introduction

This booklet includes images and post messaging you can use to promoting donating to the Virtual Fill the Boot campaign.

Click on any of the images, and you'll be taken to the dropbox with the social posts.



Facebook Posts

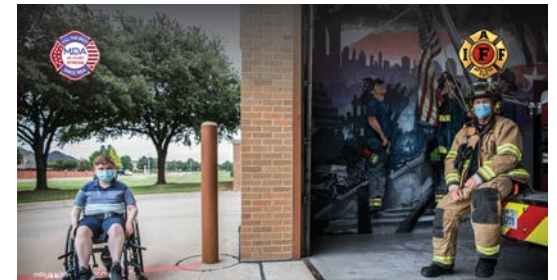
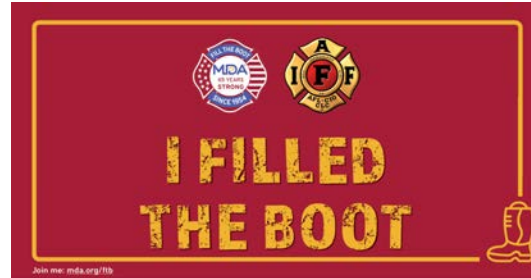


Facebook Frame

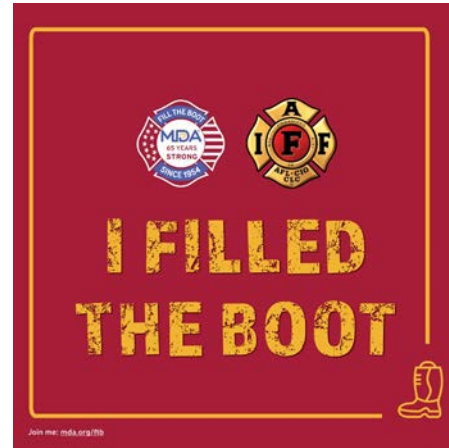
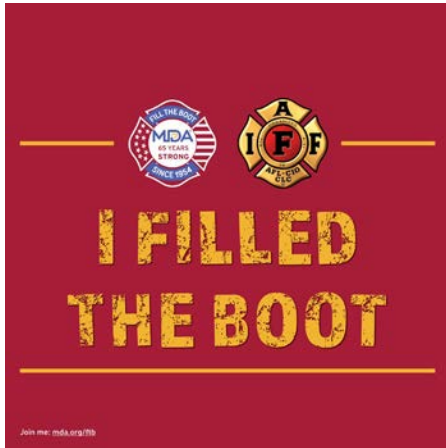
To insert this frame on your image, go to www.facebook.com/profilepicframes. Search for "MDA & IAFF Virtual Fill the Boot" frame from the menu as the frame you'd like to use. Click Use as **Profile Picture** to save.



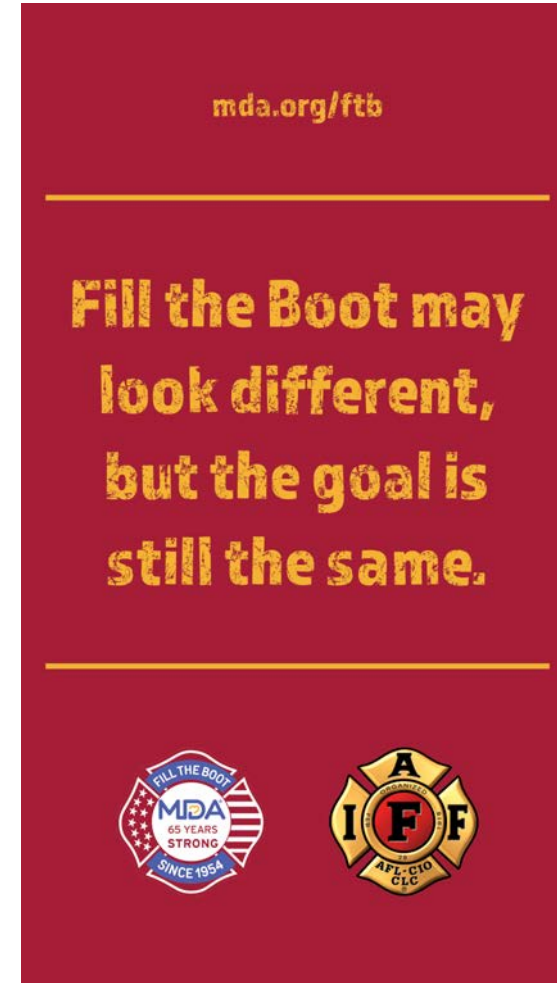
Twitter Posts



Instagram Posts



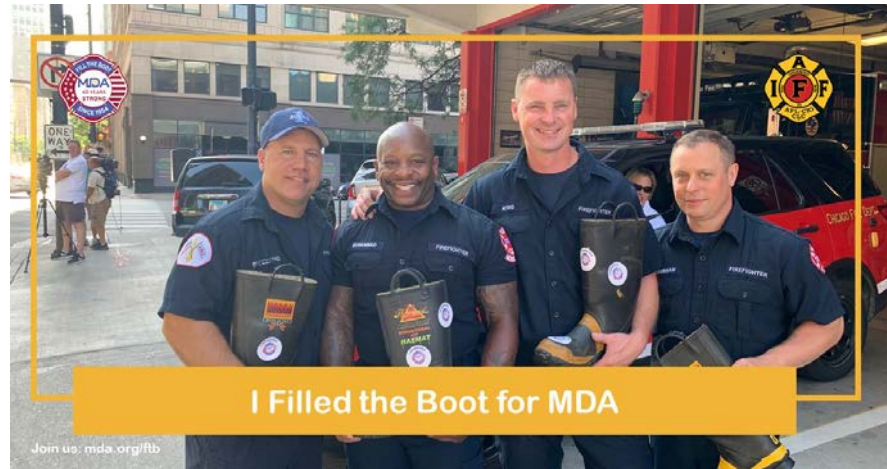
Instagram + Facebook Stories



Customized Posts

Add your own images to Facebook, Twitter, and Instagram using the same look and feel of the social posts. You can use the pictures as an opportunity to challenge anyone in the photo to donate as well!

These pictures can be changed out to be more personalized.



Customized Facebook Posts

Customized Twitter Posts

Customized Instagram Posts

Helpful Links

- [Suggested Social Media Posts](#)
- [Selfie Script](#)
- [Press Release](#)