

# POLLINATOR INITIATIVE

## SOCIAL MEDIA HOW TO



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## PICK YOUR PLATFORM

The best way to spread the word on the Pollinator Initiative is to promote the program on as many platforms as you can. We have developed pre-made content that is compatible for both Instagram and Facebook.

## DOWNLOAD OUR TEMPLATES

On the GCD Pollinator Initiative and Pollinator Initiative FAQ pages on our website you can find the links to download our pre-made social media content. Click the link to download the file and save to your desired location. Once uploaded to your computer you upload from your computer or you can send it to your mobile device via email, imessage or Google Drive.

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## PERSONALIZE YOUR POST

The best way to get others interested in the Pollinator Initiative is to spice up your social media post with your own personal story. On both Facebook and Instagram you can personalize your post caption to tell your own Pollinator Initiative story from how you started, progress updates, advice etc. You should also add your own pictures of your pollinator plot!

## SHARE!

Once you have developed your post with our templates and your own personal touch you can share it with the tag @gallatincd and #gcdpollinators so we can see and share your post!

We really appreciate your help in spreading the word on the Pollinator Initiative. Want more options for social media content? Email us with interest and we will update new template options to chose from!!