

# TAKING PHOTOS



**1** Who has the best camera **on their phone?**



**2** Is there a better background nearby?



**3** How is the light? Is the flash needed?

Up-level Your Graphics with New Friends

- Meet with local design firms
- Solicit volunteer work
- Recruit a graphic designer



# CHECK YOUR SOURCES

University women know how to verify information. Don't share it if you can't confirm it.

**Facebook Page Profile Pic:**  
170 Pixels Square  
Cropped with a circle  
for Ads and Posts

# LEVERAGE SOCIAL MEDIA

**Facebook Page Banner Image:**  
820w x 312h on computers  
640w x 360h on smartphones  
Safe Area: 640w x 312h

# CAMPAIGN GOALS

- Raise awareness
- Raise money
- Recruit members
- Sell event tickets

# PLATFORMS

**Facebook**  
Pages, Groups, Events

**Instagram**  
Images

**Twitter**  
Text, Images

**LinkedIn**  
Networking, Career Dev

**Eventbright**  
Events, Ticket Sales

**Meetup**  
Events, Networking

# FOLLOW THE RULES

COMMIT

SET GOALS

AUDIENCE

CONTENT IS QUEEN

CROSS POLLINATE

The American Association of University Women (AAUW) empowers women and girls through advocacy, education, philanthropy, and research. Our nonpartisan, nonprofit organization has more than 165,000 members and supporters across the United States, as well as 1,000 local branches and 800 college and university partners. Since AAUW's founding in 1881, our members have examined and taken positions on the fundamental issues of the day – educational, social, economic, and political.

# WRITE YOUR STORY

---

Your Branch Name \_\_\_\_\_ AAUW

- Impacts local, county, California, and national issues through our branch, \_\_\_\_\_, and AAUW at the state and national levels.
- Sponsors local community forums and action projects.
- Promotes equity in employment both through our Legal Advocacy Fund and our lobbying efforts at the local, state and national levels.
- Supports women's rights to health care, including all aspects of reproductive health care.
- Enhances the cultural life of our members and the community.
- Supports education for women through AAUW Funds, the largest source of fellowships for graduate women in the United States, and through our local branch's \_\_\_\_\_ Fellowship.
- Encourages local young women to consider STEM careers by sending them to Tech Trek, AAUW's summer science and math camp for junior high girls.
- Provides our members with opportunities for fun, fellowship, friendship, and personal growth.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## History

---

---

---

---

---

---

---

---

# Facebook Page Name

# TAKE NOTES

What do you wish you knew about social media?

What do you hope to accomplish with social media?

Who are you trying to reach with social media?

**Remember:**  
Always check for  
format updates

## CALL TO ACTION

Awareness | Recruit  
Fundraise | Advertise

# What are you doing?

# EVENT OUTLINE

---

WHO IS INVITED

WHAT IS THE AGENDA

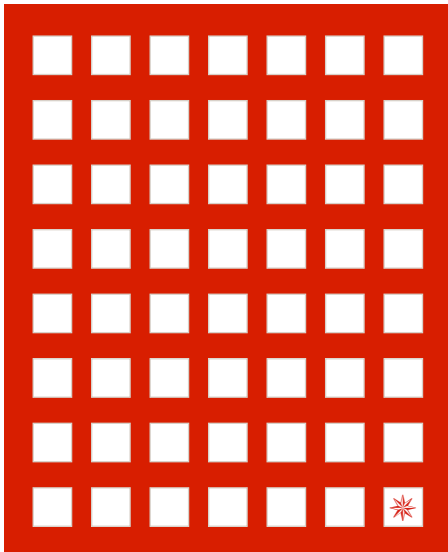
WHERE

WHEN

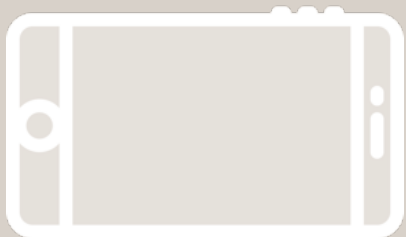
HOW MUCH?

---

## SCHEDULE



## MEDIA IDEAS



Facebook Event  
Banner Image:  
1920x1005

## POST COPY (480 characters or shorter)

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_
6. \_\_\_\_\_  
\_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_