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Social Media Press Kit Usage Guide

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Adding event information to the template and uploading to social media

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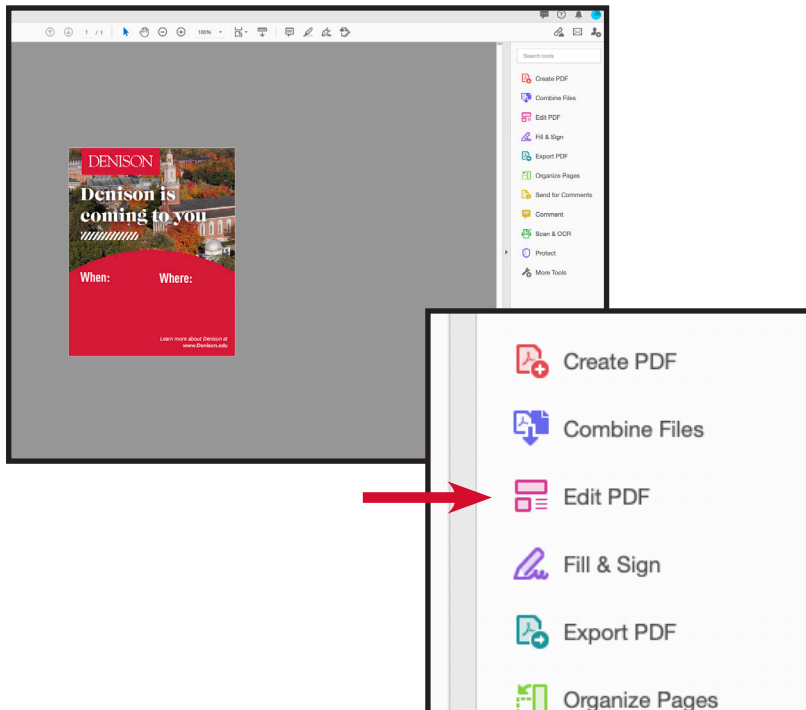# Social Media Press Kit Usage Guide

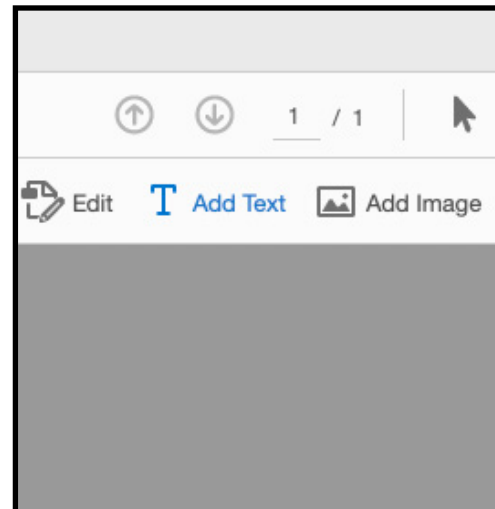# CONTENTS
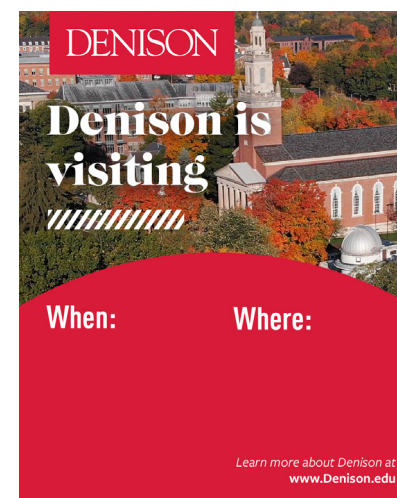
PDF: OPENING THE FILE AND ADDING TEXT

1

In the Press Kit folder, open the PDF for feed, story, or email using Adobe Acrobat.

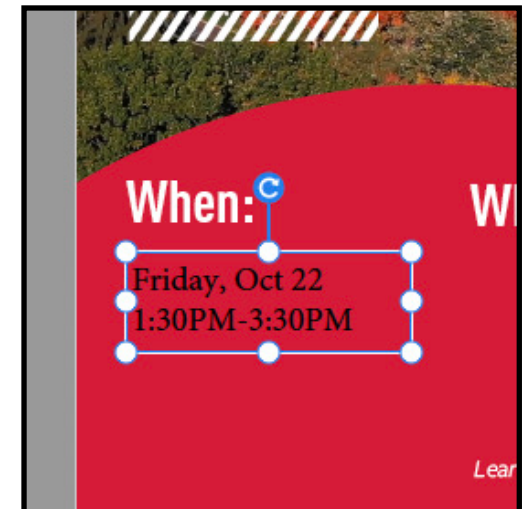On the right side, select "**Edit PDF**" from the menu.

2

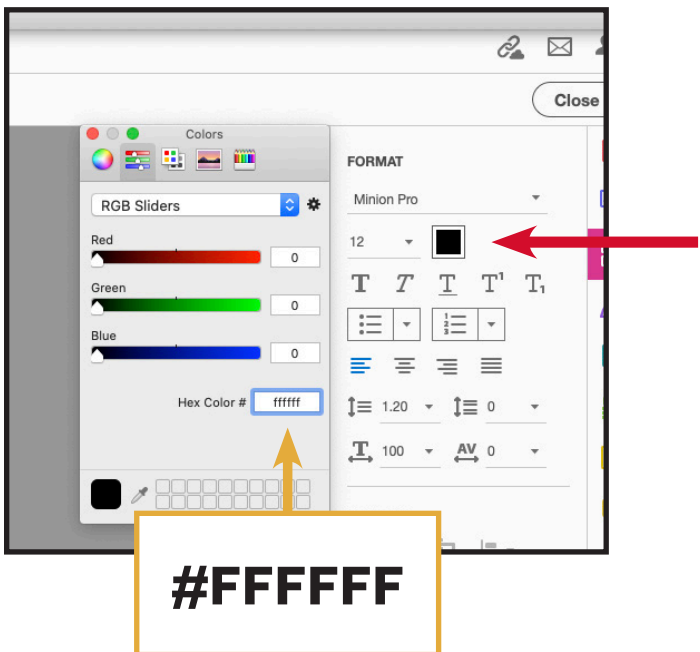From the options on the upper bar, select "Add Text".

3

Click the cursor on the image to add text, and begin typing the relevant information.
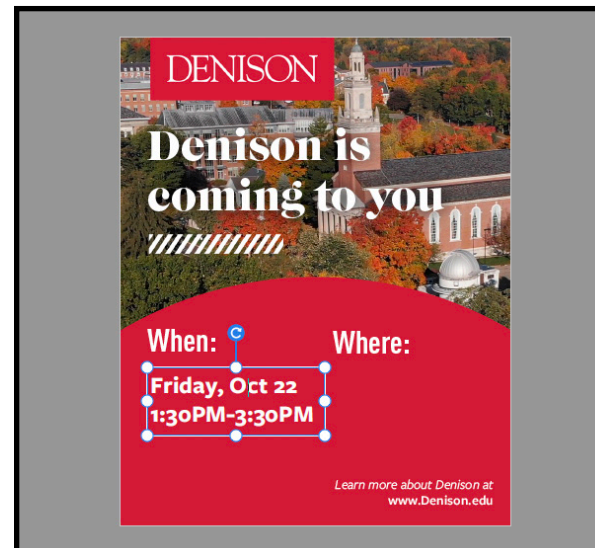
PDF: FORMATTING TEXT

④

To format, highlight all the text in the text box, and begin making adjustments in the Format panel on the right side of the document.

#FFFFFF

⑤

For most cases, the text shows up best when white. To do this, click on the black box to open the "**Colors**" window. Where it says "**Hex Color #**", type in "**FFFFFF**". Close out the "Colors" window, and the text will be white.
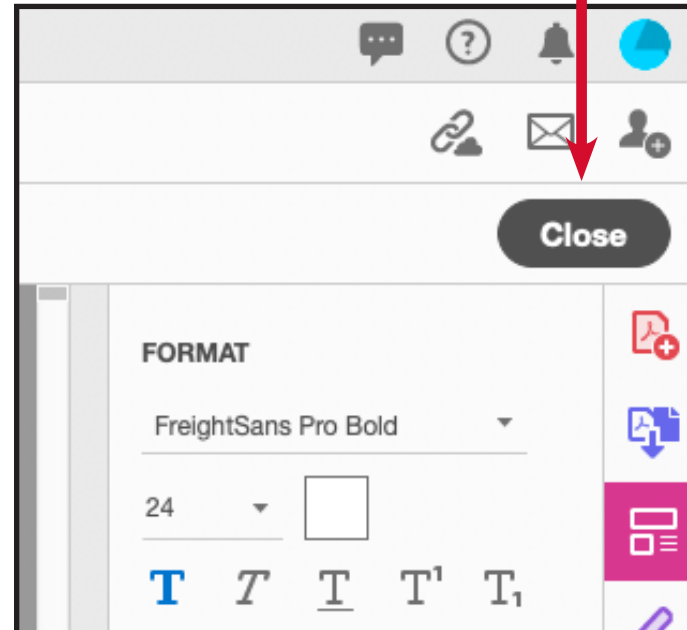
PDF: FORMATTING TEXT

6

Use a similar text format under both the "When" and "Where" sections for consistency.

7

Once the text is finalized, press the "**Close**" button in the upper right corner to exit the text editor. Text editing can always be re-opened by clicking the "Edit PDF" selection from the side panel on the right of the document.
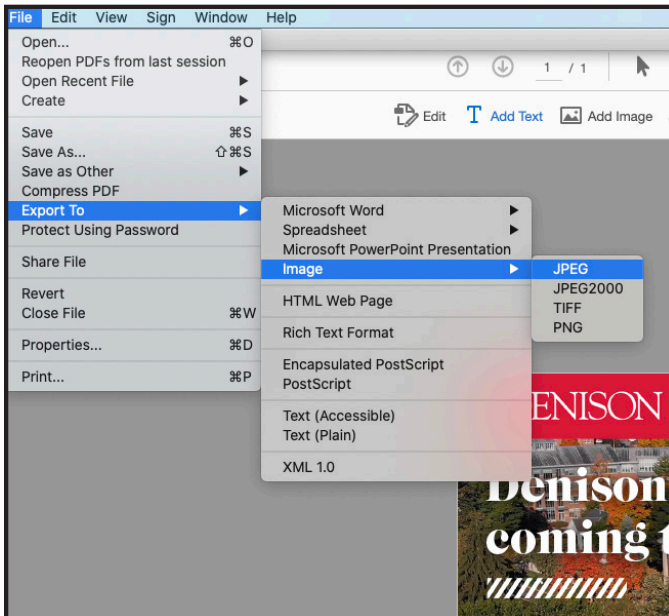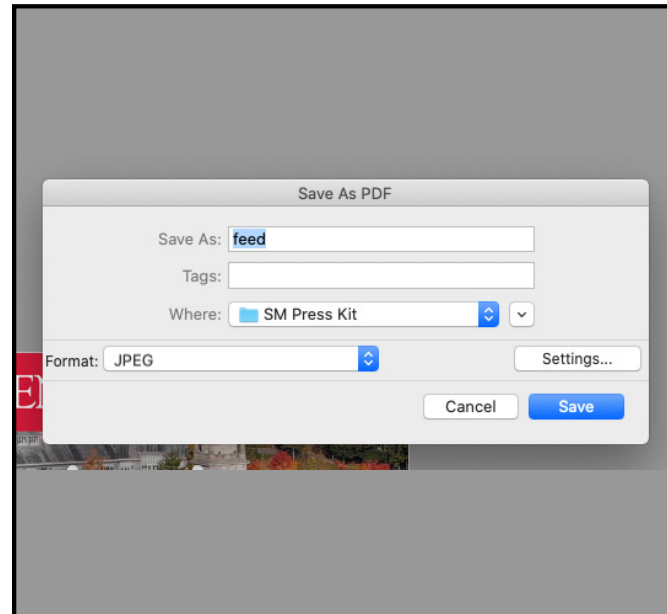
PDF: EXPORTING AS JPEG

8

When the image is complete with the necessary text information, it will have to be exported as a JPEG before it can be uploaded to social media.

To do this, go to the menu at the very top of the screen, and select File>Export To>Image>JPEG.

9

Name the file and select the location of where the final JPEG will go, then press "Save".
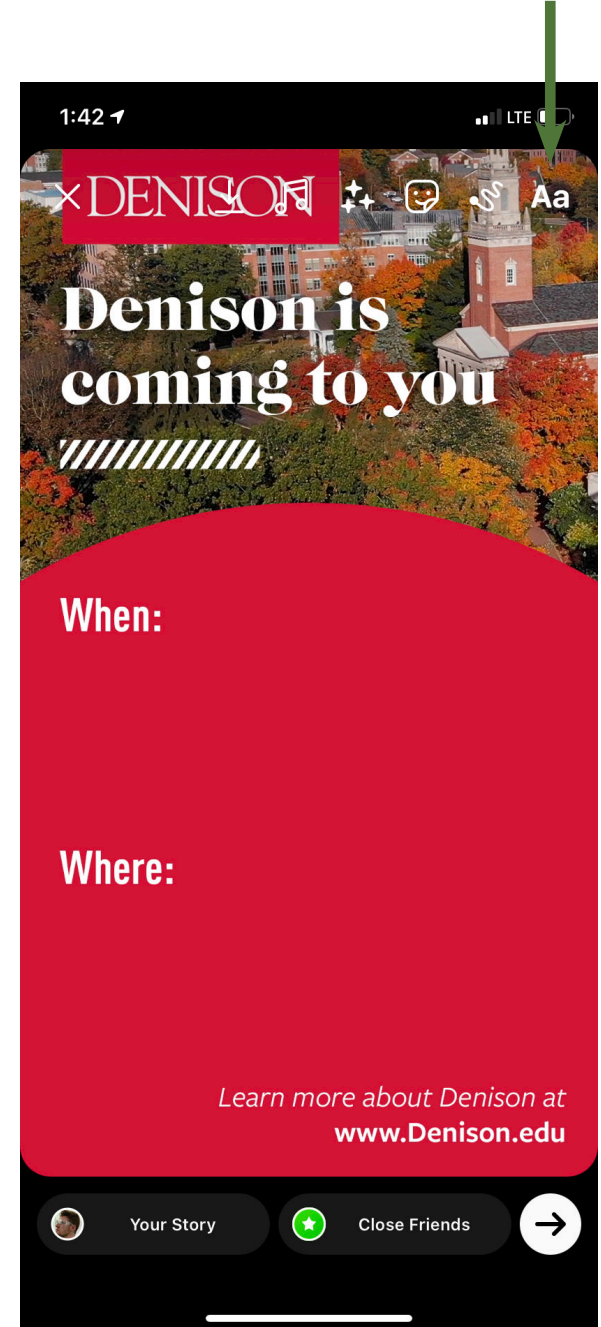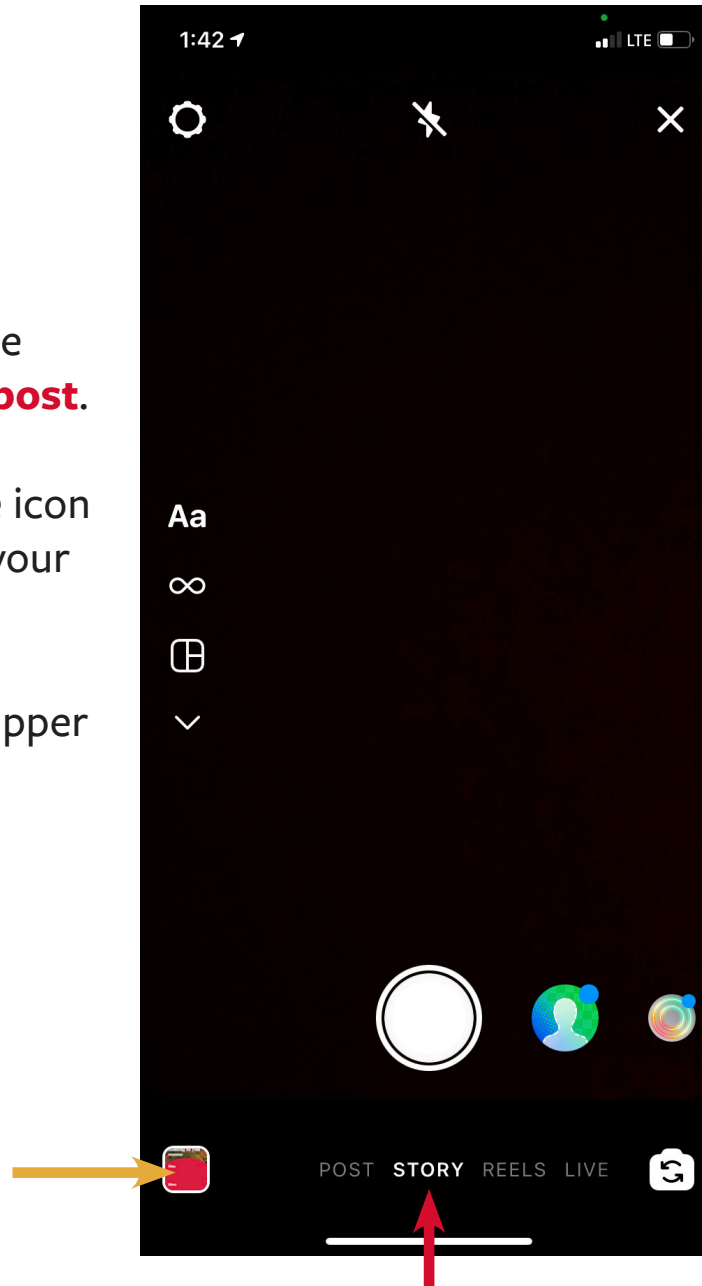
INSTAGRAM: STORY POST

1

To format the Story post directly in Instagram, download it to your mobile device and begin a **story post**.

In the bottom left, tap the icon to select the image from your **camera roll**.
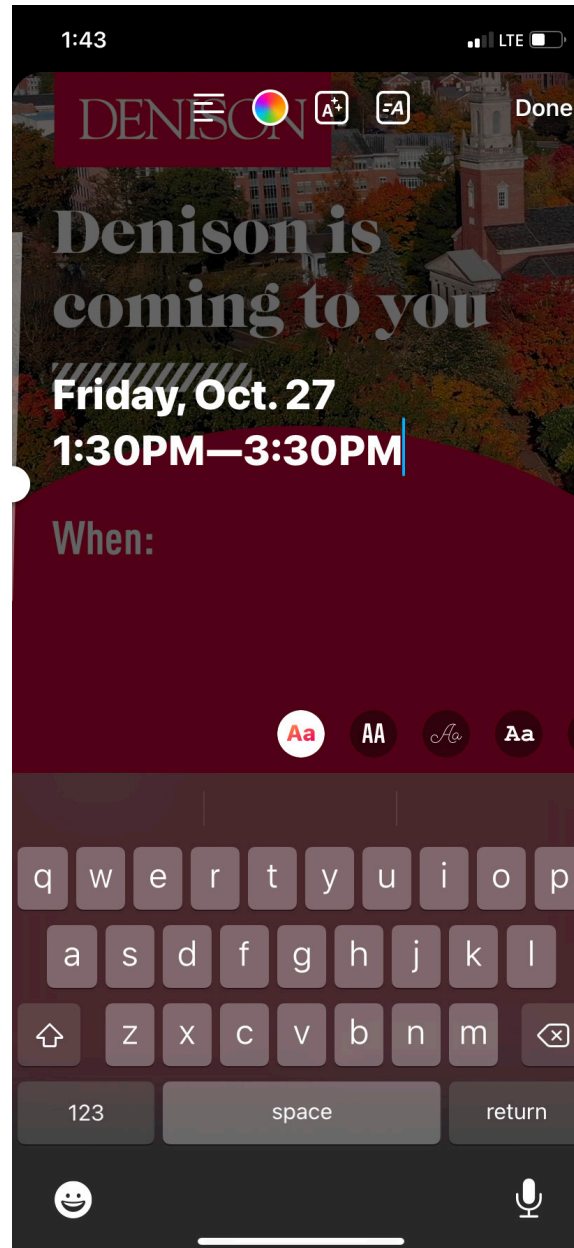
Tap the "**Aa**" icon in the upper right to begin adding text.

INSTAGRAM: ADDING TEXT

2

Begin entering the necessary informative text for the event. Duplicate the same format for both "When" and "Where" sections for consistency.
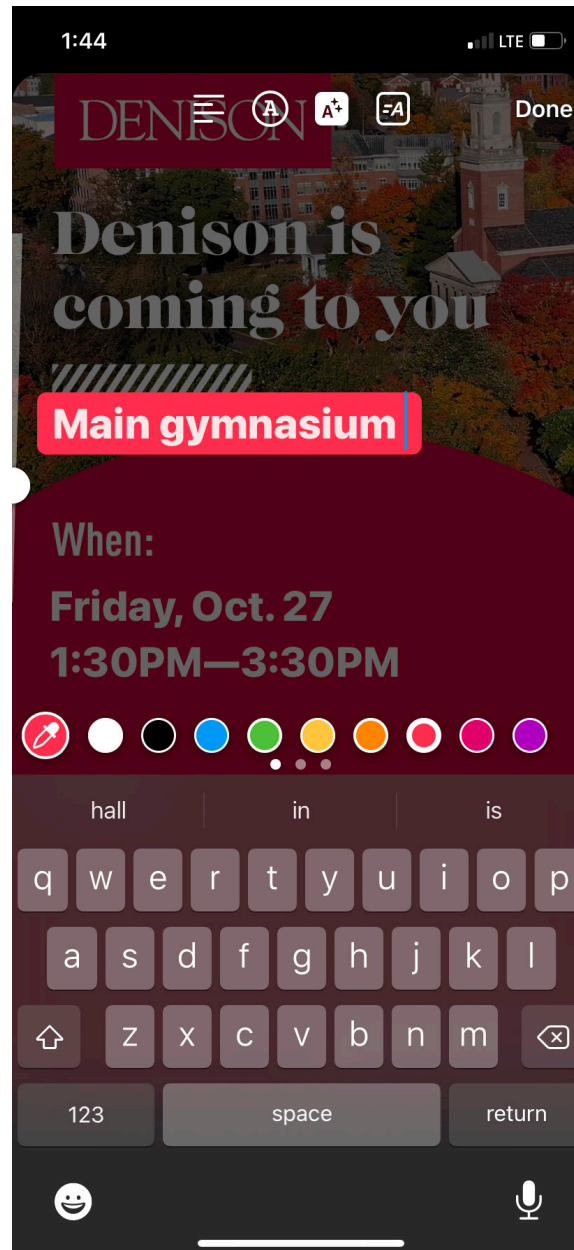
INSTAGRAM: FORMATTING TEXT

③

Instagram has many easy to use formatting options for text. These can be helpful for adding emphasis to certain pieces of information.

When complete, tap the "**Your Story**" button on the bottom left to upload the image to your story.

INSTAGRAM: FEED POST

4

For feed posts, follow the same process as before to add appropriate text to the image. Once finalized, tap the **download icon** at the top of your screen to save the image to your camera roll.

INSTAGRAM: CROPPING ON MOBILE

5

To get rid of the extra space instagram adds, tap the "**Edit**" button on the top right of the screen to crop the photo.

Once cropped back to its original aspect ratio, tap "**Done**" to save the changes. Now that it has been cropped, this image may be uploaded to Instagram or Facebook as a feed post.