

Clean Classrooms for Carolina Kids™

Social Media Tiles Guidance Document

Social Media Series: Myth/Facts

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How to use this document

Use this document to decide how to best share the *Clean Classrooms for Carolina Kids* social media tiles with your audiences and community. Start with the high-level “Steps for using the social media tiles” section and find more details about each step in the following pages.

Steps for using the social media tiles

Each step is expanded on in a section below.

1. Decide how you want to use the social media tiles
 - a. Purpose: Decide the purpose
 - b. Audience: Identify your audience(s)
 - c. Platform: Select your social media platform(s)
 - d. Timeline: Establish your timeline
2. Go to the [Clean Classrooms for Carolina Kids™ Communication Toolkit](#) to download the tiles that work for you
 - a. Tile Message Sequence: Plan to share all six messages in the suggested order
 - b. Border Style: Choose between two border designs
 - c. Sizing: Find the right tile size based on your social media platforms' specifications
 - d. Download: Download the tiles you need
3. Post with the suggested caption and tags
 - a. Captions: Use the caption associated with each tile
 - b. Hashtags: Use hashtags to increase post recognition and engagement
 - c. Tags: Tag *Clean Classrooms for Carolina Kids* and other social media accounts
 - d. Links: Provide links so the audience can learn more and access resources
 - e. Modifications: Consider if the post requires anything else to meet your community's needs
4. Manage post engagement
 - a. Manage engagement: Monitor posted comments, direct messages, and other engagement
 - b. Reshare: Share the post with similar accounts to increase visibility with their audience(s)

1. Decide how you want to use the social media tiles

Choose a purpose

Consider what sharing tiles can do for your facility and community.

All facilities involved with *Clean Classroom for Carolina Kids* should share the social media tiles provided, as **tiles can provide benefits such as increasing awareness of the program, support for the program, and general knowledge about environmental hazards**. We encourage you to reflect on how these tiles can serve your community by asking, “What messages are most important for my community to receive, and why?”. Answering this question will help inform how your organization shares social media tiles about the hazards that *Clean Classrooms for Carolina Kids* addresses.

Determine your audience(s)

Identify your audience(s) and their needs.

We have designed social media tiles for typical audiences involved in *Clean Classrooms for Carolina Kids*. This means the tiles are ready to be shared with:

- Facility students, parents of students, and staff
- People who can read at 8th grade reading level and above
- People who speak English

If your social media audience falls outside of the bullets above, then you may need to adjust the tiles or caption accordingly. For example, if your audience speaks a language other than English, consider adding a translation of the tile text in the post caption.

Select your platform(s)

Identify the social media platform(s) you want to use.

Clean Classrooms for Carolina Kids tiles are primarily designed to be shared on four social media platforms: 1) Instagram, 2) Facebook, 3) X (previously Twitter), and 4) LinkedIn. However, they can be shared on other platforms too.

Share the tiles on whatever platforms work best for you. Some tips for choosing platforms include:

- Share on platforms where you have an existing account
- Share on platforms where you have existing followers
- Share on platforms where a facility staff member is responsible for checking the platform regularly (checking direct messages, post comments, etc.)
- Share on a mix of platforms to reach the audience(s) you identified. For instance, you may post on Instagram to reach students and LinkedIn to reach parents and facility staff. If there is a unique audience that you can reach best on Facebook, X, or another platform, share the tiles there.

Establish your timeline

Plan for how often you will post.

To maintain engagement, posting once or twice a week is best. *Clean Classroom for Carolina Kids* recommends that you share all six messages provided in the tiles. It will typically take 3 to 6 weeks to share all six tiles. You should ensure that posting *Clean Classroom for Carolina Kids* tiles fits into other scheduled posts.

These tiles are true and relevant regardless of when they are shared. If it works better for you, you can schedule the *Clean Classroom for Carolina Kids* tile posting (e.g., posting once a month).

2. Go to the Clean Classrooms for Carolina Kids Communication Toolkit (bit.ly/3CK-communication) to download the tiles that work for you.

Tile message sequence

For each of the three environmental hazards that *Clean Classrooms for Carolina Kids* addresses, there are two Myth/Fact messages. There are six tiles: two tiles that highlight a myth/fact about lead in water, two for asbestos, and two for lead in paint.

We suggest that you share all six tiles to increase awareness and knowledge about all hazards, in the following order:

1. Lead in Water (W.1)
2. Asbestos (A.1)
3. Lead in Paint (P.1)
4. Lead in Water (W.2)
5. Asbestos (A.2)
6. Lead in Paint (P.2)

Remember, we recommend posting tiles once or twice a week. It may take 3 to 6 weeks to share all six tiles, or more if you spread out the post timeline.

Border style

You can choose between two border designs. Each tile has one option with a border, and one without a border. The style with a border mimics past *Clean Classroom for Carolina Kids* social media content. It is up to you which one you use! We do, however, recommend sticking with one consistent style across all six tiles that you share.

Sizing (platform)

All six tiles have a square and horizontal version. If you are planning to post to Instagram, use the square size (1080 x 1080 pixels). If posting to Facebook, X, or LinkedIn, use the horizontal size (1200 x 630 pixels). See the table below for tile size guidance by platform. Note that some platforms (Instagram, Facebook, and X) can use either size, but one may be a better choice. For LinkedIn, you should only post the horizontal size. If sharing on multiple social media platforms, you may need to download both the square and horizontal sizes and share them on their respective platforms.

Table 1. Tile Size Guidance by Social Media Platform

Tile Size	Instagram	Facebook	X	LinkedIn
Square (1080 x 1080 pixel)	Best	Good	Good	Not Good
Horizontal (1200 x 630 pixel)	Good	Best	Best	Best

Download

To download the tile you want (message, border, and size) click the corresponding link in the [Clean Classrooms for Carolina Kids™ Communication Toolkit](#). Your download(s) should start immediately. Save the .mp4 file and post it to a social media platform from a computer or mobile device. If needed, you can share the tile .mp4 files via email to others or yourself for ease of access on other devices.

3. Post with the suggested caption and tags

Captions

Use the caption associated with each tile.

The text in the blue bars below corresponds to the files you download from the Communication Toolkit website. For example, the Lead in Water (W.1) tile will start with “Lead in Water (W.1) ...”. The *Opening Tile Text (Myth)* is there to help you align each tile with its associated caption.

The tiles are listed below in the recommended posting order.

Please change the captions as needed to best represent your facility and communicate with your audience.

1. Lead in Water (W.1)

Opening Tile Text (Myth): We don't see, smell, or taste lead, so we don't need to test.

Caption:

You cannot see, smell, or taste lead in water. The only way to know if lead is in your drinking water is to test. With Clean Classrooms for Carolina Kids, testing for lead in drinking water is quick and easy – just a minute to collect each sample, then package samples for pickup. We're here to help you ensure safe learning environments for kids across North Carolina.

Visit www.cleanwaterforuskids.org/carolina for more information about testing for lead in water.

2. Asbestos (A.1)

Opening Tile Text (Myth): Some asbestos exposure is fine.

Caption:

There is no safe level of asbestos exposure, which increases the risk of several cancers. Clean Classrooms for Carolina Kids helps to protect our community by addressing asbestos hazards in buildings where North Carolina children learn and play.

Visit www.cleanwaterforuskids.org/carolina for more information about asbestos inspections.

3. Lead in Paint (P.1)

Opening Tile Text (Myth): We don't have young kids in our facility, so lead-based paint is not a concern.

Caption:

Lead-based paint exposure impacts kids, adolescents, and adults. Exposure at any age can cause lifelong damage to the brain, nervous system, and body. Our program helps protect everyone from the effects of lead exposure.

Visit www.cleanwaterforuskids.org/carolina for more information about lead-based paint assessments.

4. Lead in Water (W.2)

Opening Tile Text (Myth): We already tested one tap and it was fine.

Caption:

It's important to test for lead in every tap used for drinking and cooking. Why? Levels of lead can vary from tap to tap within a building. Sometimes the source of lead is the faucet fixture itself. Clean Classrooms for Carolina Kids helps us find lead and fix it so kids have access to safer water where they learn and play across NC.

Visit www.cleanwaterforuskids.org/carolina for more information about testing for lead in water.

5. Asbestos (A.2)

Opening Tile Text (Myth): Asbestos is no longer used in buildings, so it's not an issue.

Caption:

Buildings built before 1990 are more likely to contain asbestos. Clean Classrooms for Carolina Kids helps to identify asbestos in buildings where children learn and play.

Visit www.cleanwaterforuskids.org/carolina for more information about asbestos inspections.

6. Lead in Paint (P.2)

Opening Tile Text (Myth): Finding and fixing lead-based paint is too expensive.

Caption:

Thanks to one-time funding, lead-based paint assessments are currently free through Clean Classrooms for Carolina Kids. The NC Department of Health and Human Services can reimburse child care facilities for the full cost of mitigation activities and reimburse public schools for up to two-thirds of mitigation costs.

Visit www.cleanwaterforuskids.org/carolina for more information about lead-based paint assessments and mitigation.

Hashtags

Use *Clean Classrooms for Carolina Kids* hashtags to increase post recognition and engagement:

- #CleanClassroomsforCarolinaKids
- #CleanWaterforUSKids
- #CleanWater

Tags

Tag *Clean Classrooms for Carolina Kids* and other social media accounts. Tagging others will increase engagement by helping your audience find relevant accounts and make it easier for other accounts to reshare posts.

Tag the following accounts when you post to each platform:

Instagram

- [@cleanwater_usKids](https://www.instagram.com/cleanwater_usKids)
- [@ncdhhs](https://www.instagram.com/ncdhhs)
- [@ncpublicschools](https://www.instagram.com/ncpublicschools)
- Your respective school district

Facebook

- [Clean Water for US Kids](#)
- [NC Department of Health and Human Services](#)
- [NC Public Schools](#)
- Your respective school district

X (previously Twitter)

- [@clean_waterKids](#)
- [@ncdhhs](#)
- [@ncpublicschools](#)
- Your respective school district

LinkedIn

- [Clean Water for US Kids](#)
- [NC Department of Health and Human Services](#)
- Your respective school district

Links

Provide a link to the *Clean Classrooms for Carolina Kids* Home Page for audiences to learn more about the program. Use the bit.ly link when it is helpful to have a short link, and less important for the audience to see the full spelled-out link. Provide a link to the *Clean Classrooms for Carolina Kids* Communication Page to other organizations who may want to share the social media tiles.

Clean Classrooms for Carolina Kids, Home Page

- <https://www.cleanwaterforuskids.org/en/carolina/>
- bit.ly/3CK-home

Clean Classrooms for Carolina Kids, Communication Page

- https://www.cleanwaterforuskids.org/en/carolina/3ck_communication_toolkit/
- bit.ly/3CK-communication

Modifications

As mentioned above, you are best positioned to understand and respond to the unique needs of your communities. *Clean Classrooms for Carolina Kids* wants to empower you to be aware of those needs and adjust the social media tiles as needed.

If there are languages other than English that you would like to include with the posts, we recommend adding a translation of the tile text and post caption under the English caption. The 3CK team is also working to create Spanish versions of the tiles.

Some audiences respond best when they are familiar with the recognizable logos. If you would like to add your facility's logo to the social media tile in addition to the *Clean Classrooms for Carolina Kids* logo, please reach out to Christa Bethelmy at cbethelmy@rti.org or (919) 248-1973.

If you have any feedback on how to improve the social media tiles, please reach out to Christa Bethelmy at cbethelmy@rti.org or (919) 248-1973.

4. Manage post engagement

Manage engagement

After posting, regularly check for new comments on the posts. Also check your account direct messages and any other notifications to address any questions or unwanted activity on the post.

Reshare

Share the post with other local facilities or other relevant accounts in your area. They may choose to reshare it on their own social media channels. You can direct them to download their own Myth/Fact tiles on the [Clean Classrooms for Carolina Kids™ Communication Toolkit](#).

Recommended reshare language:

“Hello! Our facility shared this post to raise awareness about how we are keeping our kids safe with the help of *Clean Classrooms for Carolina Kids*. Feel free to reshare this post or go to https://www.cleanwaterforuskids.org/en/carolina/3ck_communication_toolkit/ to download your own Myth/Fact social media tile to share.”

Contact us for additional support

Have other questions, or need additional support? Please contact *Clean Classrooms for Carolina Kids*.

Email: cleanclassrooms@rti.org

Phone: 1-888-997-9290