



Gathering Live Event Images for Social Media Posting



BASIC CONTENT

- Images or Videos
- 3 minimum

EVENT INFO NEEDED

- Name of person in picture
- The represented org
- Event name/title
- Location of event

INFLUENCER-LEVEL CONTENT

- Take a boomerang
- Start a live stream
- Get a business card
- Get social media handles



CONTENT EXAMPLES

Good

- A pic of our booth after setup

Better

- A pic of staff at our booth

Best

- A pic of staff & non-staff chatting

QUICK TIPS

Have fun & get creative!

- Ex: Beautiful setting/scenery
- Ex: Candid moments to humanize staff members

Know F&V handles/hashtags:

#facesandvoices
#advocate4recovery
#RecoveryCommunity
#addictionrecovery
#wellness

1. Tell us event details at weekly staff meeting

2. Take photos/videos at the event

3. Upload with details to Event Images in Slack

4. Marketing team creates the online posts



FACES & VOICES
OF RECOVERY