Downloading the Social Media Toolkit Graphics
(Updated July 15, 2021)

1. In your preferred web browser, visit the toolkit website by clicking the following link or entering it into the address bar: https://healthequity.ucla.edu/hpv-vaccine-education

2. There are two sets of toolkit materials: (1**)** HPV Vaccine Education Resources for All Communities, and (2) HPV Vaccine Education Resources for South LA Communities. Click on the blue text link for the desired material you would like to download (for example, Video, Images, Handout). You may need to scroll down if you do not see the text links.

3. Follow the following steps for each specific media type:

   - **Video:** After you click the link for **Video**, a new page will appear with a thumbnail for the video. To preview the video, click the **Play** icon in the center of the video thumbnail. To download the video, click the **Download** icon on the upper righthand side of the webpage. Save the video to the desired folder on your computer.
   - **Images:** After you click the link for **Images**, a new page will appear with a list of 4 images. If you don't see a preview of the images, click the **View** icon to switch to Grid View. Click on the file name or thumbnail image to view a larger preview. To download the desired image, click the **Download** icon on the upper righthand side of the webpage. Save the image to the desired folder on your computer.
   - **Handout:** After you click the link for **Handout**, a new page will appear with a preview of the handout. To download the handout, click the **Download** icon on the upper righthand side of the webpage. Save the handout to the desired folder on your computer.

Note: Some browsers will automatically save the media files in a designated location, often the "Downloads" folder on your computer.

Posting Toolkit Materials on Social Media
(Updated July 15, 2021)

Twitter:

Post a picture on Twitter:

1. From the **Tweet compose** box, click the **photo** icon to capture or upload a photo or video from your phone or computer.
2. Once you choose a photo or GIF, the image will attach to your Tweet in full size. You can select 1-4 photos to Tweet at once.
3. Complete your message and click **Tweet** to post.
   Note: Social media blurbs specific to Twitter are available in a link on the social media toolkit website for you to use (either copy and paste, or tailor it to your needs).

Post a video on Twitter:

1. Use the compose box, or click the **Tweet** button.
2. Click the **gallery** button
3. Choose a video file stored on your computer and click **Open**. You'll be prompted if the video isn't in a supported format. Maximum file size is 512MB for TweetVideo, but you are able to upload a video longer than 2 minutes and 20 seconds, and trim it before including the video in a Tweet.
4. Complete your message and click **Tweet** to share your Tweet and video.
5. Note: Social media blurbs specific to Twitter are available in a link on the social media toolkit website for you to use (either copy and paste, or tailor it to your needs).

Facebook:

To share photos on Facebook:

1. At the top of your News Feed or timeline, click **Photo/Video**.
2. Select the photos you want to share.
3. If you want, you can:

    o Click to add more photos.

    o Click to tag friends. Learn more about how tagging works.

    o Click to add a location.

    o Click ••• then click **Feeling/Activity** to share what you're feeling or doing.

    o Hover over your photo and click **Add Photos/Videos** or ✎ **Edit All** to edit your photos.
4. Add a message in the text box.
    Note: Social media blurbs specific to Facebook are available in a link on the social media toolkit website for you to use (either copy and paste, or tailor it to your needs).
5. Select your audience, then click **Post**.

To upload a video:

1. Click **What's on your mind, [Your Name]?** at the top of your News Feed.
2. Click and choose a video.
3. Add a message in the text box.
    Note: Social media blurbs specific to Facebook are available in a link on the social media toolkit website for you to use (either copy and paste, or tailor it to your needs).
4. Select your audience, then click **Post**.
5. Facebook will process your video and let you know when it's ready to see.

Instagram:

First, open the Instagram app on your phone.

To share an Instagram Post:

Note: Instagram **posts** will show up on the Instagram feed for your followers and will remain on your Instagram page (unless you decide to remove it).

1. First tap ⊕ at the top, then scroll to **Post** at the bottom:
2. To upload a photo or video from your phone's library, select the photo or video you'd like to share. You can also share more than one photo by tapping "Select Multiple" and tapping more than one photo.
3. Tap **Next**.
4. Select a filter. For this social media toolkit, we suggest keeping the **Normal** filter. Tap **Next**.
5. Add a caption.
   Note: Social media blurbs specific to Facebook are available in a link on the social media toolkit website for you to use (either copy and paste, or tailor it to your needs).
6. Tap **Share** to finalize the post.

To share an Instagram Story:

Note: Instagram **stories** will appear at the top of the app for your followers and will disappear after 24 hours, unless you add them to your profile as story highlights.

1. Tap ⊕ at the top or swipe right anywhere in Feed.
2. Scroll to **Story** at the bottom.
3. Choose a photo or video from your phone's library or gallery, swipe up anywhere on the screen. You can also share more than one photo by tapping "Select Multiple" and tapping more than one photo.
4. Tap 🖊, Aa or 😊 to draw, add text or a sticker to your photo or video. To remove text or a sticker, drag and drop it on 🗑 at the bottom of the screen.
5. When you're ready to share, tap **Your Story** in the bottom left.