

Overview and Instructions

Our communications team at The Conversation Project focuses on themes spread across the year to help share targeted resources and messages to better reach the general public. Each theme covers a 1-3 month timeframe and is promoted across all of our communication channels (social media, newsletters, emails, website).

Timeframes/themes across the year:

- Dec – Jan: Supporting self (thinking about what matters to you)
- Feb – Mar: Planning ahead & making your wishes known (picking proxy, talking together)
- April: National Healthcare Decisions Day
- May – June: Supporting moms/dads/grads - talking to parents (or kids) about what matters
- July – Aug: Conversations on the go (clever ways to engage in conversations)
- Sept – Nov: Supporting others (with an eye toward caregivers)

We've created a series of [communications toolkits](#) for those of you interested in matching our themes across the year, to help make it easy for you to raise awareness across your local community by sharing ready-made resources.

In each toolkit you'll find:

- Core messaging on that theme (for use in social media, newsletters, emails, flyers)
- A few sample posts categorized across/tailored to three platforms – Instagram, Facebook, and X/Twitter, which can be used more broadly
- Images designed for each platform's specs, which can be used more broadly
- Handles/usernames of accounts to tag
- Commonly used hashtags

You are free to use and adapt the content in these toolkits as you wish. For example, if you don't use social media, you can use the text or images in any communications you use! We simply ask you to think about what's happening in your community and tailor copy and assets to what is best for your community, while adapting to your own voice. Consider the timing that feels right and what will resonate with various individuals.

Instructions on how to use these posts and toolkit:

1. In the Instagram section, you will see the following copy highlighted: “🔗 Go visit the link in our bio/visit the linktree in our bio...” Use this if you actively link to a [linktree account](#) in your Instagram account bio. If not, you can delete the linktree-specific text.
2. In the **Instagram and Facebook sections**, the **reusable hashtags** are meant to be for your use in every post, following the theme of this toolkit. Please feel free to modify or use alternative hashtags as you see fit. For the **X/Twitter section**, we have included additional hashtags and we ask that you choose only some of these, due to the character limit on X/Twitter.
 - If you want to use the hashtags suggested under each Instagram post, we suggest you include these in a first comment under the post itself once you've uploaded it. The same can be done on X/Twitter if you are scheduling the tweet ahead of time with a third-

party app such as [sproutsocial](#) – once you’ve tweeted, you can include more hashtags in a comment on the image itself (this would start a thread under the image with the hashtags or accounts you wish to tag)

3. To download the images found in the toolkit, right click on the image and hit “save as” to save it as a JPEG or PNG file on your computer. Note each image was designed for the specifications of the noted platform – ensure you use correct one. And again, feel free to use these in other communications you use.

[Please contact us](#) with any questions you might have. And, keep an eye on our communication channels and simply reshare and repurpose what we send out (via [Facebook](#), [X/Twitter](#), [Instagram](#), [Newsletters](#) and our [website](#)).