



2024 Social Media Toolkit, Version 2

For use July through August 2024



1. Sample Posts (Facebook/Nextdoor)

Keep Facebook posts concise and engaging. Start with a catchy hook to grab attention, then provide essential information in a clear and easy-to-read format. Use visuals like photos or videos to enhance your message. Encourage interaction by asking questions or inviting comments. Lastly, include a call to action, whether it's to learn more, participate in an event, or share the post with others. Use plain language and keep the tone friendly and conversational to connect with your audience on a personal level.



The new Oregon Summer EBT program has started. Most eligible children will automatically get Summer EBT benefits. Families will receive \$120 per eligible child. Learn who is automatically eligible and who needs to apply at sebt.oregon.gov



Hey Oregon! Did you know that most eligible children will automatically get Summer EBT benefits? However, some families will need to apply. Families will get \$120 per eligible child for groceries. Find out more at sebt.oregon.gov

2. Sample Posts (Twitter / X)

Tweets

Aim for brevity and clarity. Keep your message concise, preferably within 280 characters or less. Start with an attention-grabbing hook or statement to capture interest. Use hashtags to categorize your tweet and increase its visibility. Incorporate visual elements like images or videos whenever possible to make your tweet more engaging. Lastly, encourage engagement by asking questions or prompting users to take action, such as liking, retweeting, or clicking a link.

@Oregon

The Oregon #SummerEBT Program is now live! If you don't get Summer EBT benefits by mid-July and think your child is eligible, you may need to apply. Look for a letter in the mail or check your EBT card balance to see if you got the benefit. Learn more: sebt.oregon.gov

@Oregon

Many children participating in SNAP, TANF or Oregon Health Plan (Medicaid) are automatically eligible for #SummerEBT. Families get \$120 per child. Look for a letter in the mail or check your EBT card balance to see if you got the benefit. Learn more: sebt.oregon.gov

@Oregon

Oregon is now distributing #SummerEBT benefits to families with eligible school-aged children! Most eligible families will automatically get Summer EBT benefits, but some may need to apply. Find out more: sebt.oregon.gov

@Oregon

Reminder! Don't forget to use your Oregon #SummerEBT benefits before they expire! You have 122 calendar days to use them, so make sure to purchase your food before they are removed from the card. For more details, visit sebt.oregon.gov.

2. Sample Posts (Instagram)

Instagram

Crafting effective Instagram posts involves capturing attention with engaging hooks, concise messaging, relevant hashtags, and captivating visuals. Encourage interaction with clear calls to action while maintaining authenticity and consistency in your brand voice. By following these guidelines, you can create posts that resonate with your audience and drive meaningful engagement.



@Oregon

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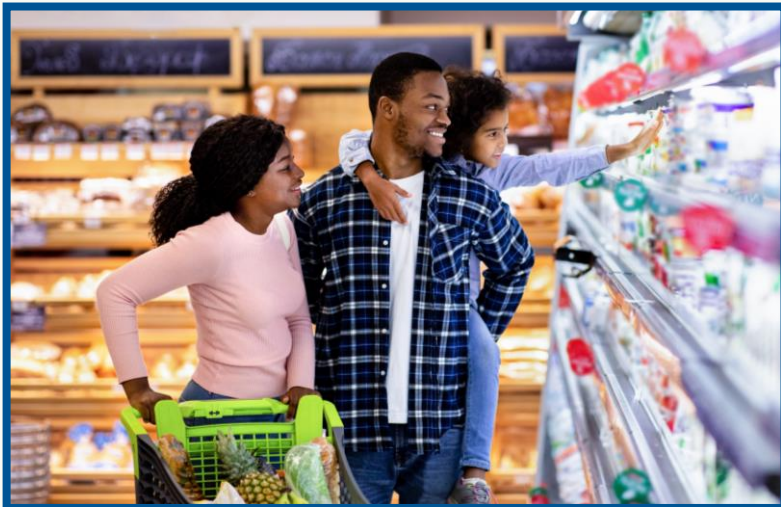


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3. Visual Assets

Incorporating diverse visual assets and representing various cultures and age groups in your content enriches the narrative and resonates with a broader audience.



4. Call to action

What do we want people to do?

Including a call to action (CTA) in your social media posts is crucial for driving engagement and achieving objectives. A clear and compelling CTA guides your audience towards the desired action. By incorporating CTAs strategically, you can maximize the effectiveness of your social media efforts and achieve your business goals more effectively.

Summer EBT Calls to action

1. Want to find out more? Visit us at sebt.oregon.gov
2. To find out if their school-aged child is automatically eligible, the household can:
 1. Check the balance of their existing Oregon EBT card to see if they got the benefit by visiting www.ebtedge.com
 2. Look out for a letter in the mail by the end of July that lets them know if their child is eligible
 3. Call the Call Center to confirm if the child is already eligible and receiving benefits
3. Questions? Please call the Summer EBT Call Center at 1-833-673-7328. The Call Center is open Monday through Friday from 8 a.m. to 5 p.m., PDT.
4. For those that are not automatically eligible and need to apply, apply here: sebt.oregon.gov

5. Amplification

How can we expand our reach?

Share Posts

To amplify your social media posts, encourage other Oregon Facebook accounts to share your content. When they share or retweet your post, it reaches their audience, increasing visibility and engagement. Engage with their content as well to foster a mutually beneficial relationship and expand your reach organically.

More Example Hashtags

Use no more than 2 hashtags per post:

#SEBT2024 #SummerEBT
#OregonSEBT