ESC-20 SOCIAL MEDIA GRAPHICS CHECKLIST

With every graphic we post on social media to advertise an upcoming session, it is important to make sure you provide all the necessary information to your audience. Double check that you've included the following:

DATE & TIME

SESSION NUMBER

ESC-20 AND PROGRAM LOGO

CONTACT INFO
Who to contact with questions or assistance

LINK
txr20.escworks.net or a specific page on www.esc20.net

ADDITIONAL DETAILS

Did you answer all the questions your audience will ask?

IS THIS SESSION ONLY FOR A SPECIFIC AUDIENCE?
(I.E. ONLY ADMINISTRATORS, ONLY EARLY CHILDHOOD, ETC.)

IS THIS SESSION VIRTUAL OR IN PERSON?

HOW MUCH DOES THIS SESSION COST?
IS THERE A DISCOUNT AVAILABLE?
IS THIS PART OF A CO-OP?

Need a graphic created for you or want an extra set of eyes on the graphic you've created?
Contact Mayra de Hoyos or submit a request HERE

ESC-20 SOCIAL MEDIA POST CHECKLIST

When posting about a session on social media, it is important to include all the necessary information in the body of your post. Double check that you've included the following:

GRAPHIC
see social media graphics checklist, if using Canva, create as a Instagram post.

IMPORTANT INFO
date / time / contact

HASHTAGS
relevant to your topic/audience/location

LINK
a direct link to the session on txr20.escworks.net or a specific page on www.esc20.net with more details

MENTIONS
the main ESC -20 account as well as other relevant accounts and any partners or sponsors

ACCESSIBILITY REQUIREMENTS
Add any text that appears on your graphic in the image description (Twitter) or in the body of your post (Facebook) and Instagram
Capitalize the first letter of each word in all hashtags (CamelCase)

Need help or have a question?
Contact Mayra de Hoyos or submit a request HERE

ESC★20
Serving the Educational Community

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