**COMMUNICATIONS TOOLKIT**

GUIDANCE: Complete the below document and send it out to stakeholders, project partners and other communications contacts to make it easier for them to spread the word about this funding opportunity for HBCC operators.

# **ABOUT PROGRAM**

[Summary of program/announcement]

Please help us spread the word about the availability of these resources. Below are a few ways you can help.

**Add a short announcement about PROGRAM to your newsletter or website**

Summary text for partners to share.

**Share information about PROGRAM through social media**

Social media posts:

Twitter:  
Sample post with hashtag and URL

Facebook:

Sample post with URL

LinkedIn:

Sample post with URL

Sharegraphics (pair these with social media posts):

Provide sample images to pair with posts. Images should be pasted below…