



Social Media
Guide:
Resourceful
Launch

Welcome

This toolkit is meant to help serve as a guide for the Resourceful website launch. All materials such as photos and the logo will be in the Aunt Bertha Teams Page. If you have any questions, please email Jenna.Ballinger@EssentiaHealth.org

Resourceful Social Media Messaging

Why outdoors based? That's a good question. If you search through posts on Instagram, TikTok, or Facebook, you'll see the inspiring messages that people who get outdoors cascade. Stories about self-resilience, finding your path, taking the time to focus on you, defying the odds, and connecting to community. Those are similar messages that we want to send community members about Resourceful.

Keep that in mind when posting about Resourceful. See the social media posts below for examples.



Social Media Post Examples

Facebook

We add things to our pack in life and hope that whatever is in it will get us through each day. Then sometimes we reach for that one item, and it's nowhere to be found. That's why we're launching Resourceful, a website that makes it easy to find social services in your area. Connect to food, housing, financial assistance, and other resources by putting in your zip code. So the next time you reach in, you'll have what you need.

We all have our own paths to take, but sometimes we may need a hand in guiding the way. That's where Resourceful comes in. A new website that makes it easier to find social services in your area. Whether it be food, housing, financial assistance, or basic skills classes (and more). Just enter your zip code and see what's out there.

If you have a Do-It-Yourself attitude, you know how important it is to have the tools you need. Life is no different. So we teamed up with several other organizations to create Resourceful, a website where you can find social services. Put your zip code in, pick a topic, and get connected to resources in your area. Resourceful, the toolbox for life.



Your Organization Name

Yesterday at 7:45am · 🌐

We add things to our pack in life and hope that whatever is in it will get us through each day. Then sometimes we reach for that one item, and it's nowhere to be found. That's why we're launching Resourceful, a website that makes it easy to find social services in your area. Connect to food, housing, financial assistance, and other resources by putting in your zip code. So the next time you reach in, you'll have what you need.

{resourceful website link}



👍❤️😄 1k Likes

21 Comments 10 Shares

👍 Like

➦ Share

View more 12 Comments



Write a comment...



Your Organization Name

Yesterday at 7:45am · 🌐

We all have our own paths to take, but sometimes we may need a hand in guiding the way. That's where Resourceful comes in. A new website that makes it easier to find social services in your area. Whether it be food, housing, financial assistance, or basic skills classes (and more). Just enter your zip code and see what's out there.

{resourceful website link}



👍❤️😄 1k Likes

21 Comments 10 Shares

👍 Like

➦ Share

View more 12 Comments



Write a comment...



Twitter

We do it for them. Work, cleaning up messes, finding the right schools, all to make sure they have a good life. To make that a little easier, you can now go to {website link}, type in your zip code, and find social services near you.

Today we're introducing you to Resourceful. A website where you can find social services like food pantries, counseling, and legal aid (plus much more). So your only weekend worry is figuring out what trail to take. {website link}

Self-care starts with taking care of the basics. So we teamed up with a few others to create Resourceful. A website that helps you find resources for housing, food, and more. So you can start focusing on what you love again. {Website Link}



Your Organization Name 
yourorganization




We do it for them. Work, cleaning up messes, finding the right schools, all to make sure they have a good life. To make that a little easier, you can now go to {website link}, type in your zip code, and find social services near you.



4:17 PM. Aug 14, 2019 [Twitter for iPhone](#)

45 Retweets 160 Likes



Your Organization Name 
yourorganization



Today we're introducing you to Resourceful. A website where you can find social services like food pantries, counseling, and legal aid (plus much more). So your only weekend worry is figuring out what trail to take. [#WeAreResourceful](#) {website link}



4:17 PM. Aug 14, 2019 [Twitter for iPhone](#)

45 Retweets 160 Likes

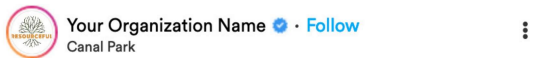


Instagram

We all need a light sometimes to guide us in the right direction. That's why we're introducing Resourceful. It's a website that helps people find and connect to social programs in your area. Go to the link in our bio, type in your zip code, and go forth. Resourceful will help light the way! #WeAreResourceful

Stress is a word that's been thrown around a lot this past year. To ease that stress some, we've teamed up with several organizations to launch Resourceful. Resourceful, a website that makes finding social services easy. Whether it's food, ESL classes, transportation needs, or tax prep (and more). Type in your zip code, find a service, and get connected. Take a deep breathe, and click the link in our bio.

Community is a strong word. One that reminds us that we're part of something bigger than ourselves. And for us, community is everything. So we teamed up with several other organizations to create Resourceful, a website where you can find resources for food, housing, financial assistance, and more. Click on the link in our bio and put in your zip code to find social services near you.



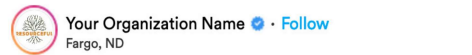
Liked by [EssentiaHealth](#) and 44 others
Your Organization Name We all need a light sometimes to guide us in the right direction.

That's why we're introducing Resourceful. It's a website that helps people find and connect to social programs in your area. Go to the link in our bio, type in your zip code, and go forth. Resourceful will help light the way! #WeAreResourceful ... more

[View all 16 comments](#)

Add a comment...

March 22, 2021



Liked by [EssentiaHealth](#) and 44 others
Your Organization Name Stress is a word that's been thrown around a lot this past year. To ease that stress some, we've teamed up with several organizations to launch Resourceful.

Resourceful, a website that makes finding social services easy. Whether it's food, ESL classes, transportation needs, or tax prep (and more). Type in your zip code, find a service, and get connected. Take a deep breathe, and click the link in our bio. #WeAreResourceful ... more

[View all 16 comments](#)

Add a comment...

March 22, 2021