# **Screens Off for Sight Social Media Kit**

## **Three Ways to Participate on Social Media**

### A picture containing device Description automatically generated**1 – Change your Facebook Profile Photo**

Change your Facebook profile photo to our Screens off for Sight frame to provide awareness and encourage donations/participation.

**How to do this:**

* Log into Facebook. Go to your profile photo. Select edit.
* Select add frame. Search for Screens Off for Sight. Select update/save.
* Optional: Add your Sight Saver fundraiser page link to your Facebook profile biography. Select update bio, copy and paste in link.

### **2 – Share a Post on your Channels**

Share a post across any of your social media channels. Include a link to your Sight Savers fundraising page in your post and don’t forget to use #ScreensOffForSight and tag us at @FightingBlindnessCanada.

**Here’s a post you can copy and paste, and use on the day of the challenge (May 30):**

*For the next 24 hours starting at 6 p.m. I am turning off my screens to support Fighting Blindness Canada’s mission to fund sight-saving research. Over 1.5 million Canadians live with blinding eye disease and are challenged to view their screens each day. Donate to my efforts and join me as I “go dark” to help raise awareness. << ENTER YOUR SIGHT SAVER FUNDRAISING PAGE LINK >>*

**TIP:** Tag a friend(s) to join you in the Screens off for Sight challenge!

**Here’s a photo you can add to your post too!**

To save and post the photo on your social media channel from a desktop computer…

* Right-click and select “save as picture”.
* Select the folder you would like to save the picture.
* Once saved, open you social media channel.
* Select the create post option.
* In the post box, copy and paste the sample post we provided above.
* Select the add photo option (photo icon on the bottom).
* Find the saved picture in your folder and select.
* It will automatically add this photo to your post.
* Select “Post” on the right when finished.

### **3 – Share a Facebook or Instagram Story**

Instagram and Facebook Stories are a great way to help raise awareness and encourage donations/participation.

To help get you started, we’ve created a set of story images that can be downloaded and used on both Facebook and Instagram. Stories on Instagram can only be uploaded using a mobile device.

**How to add a story using a mobile device:**

* [Select a photo you would like to use from our Image template folder](https://www.dropbox.com/sh/8r8j19daep6c23f/AAB4XFSoi3n_mlOT0sG5IuMSa?dl=0) and use the download photo function. You can also use a photo of your own if you prefer.
* Open your Facebook or Instagram profile account.
* Select the “add story” on the top left, or select the “+” sign on your profile photo.
* Once selected, swipe up to navigate to your photo gallery. Select the photo you downloaded (or a personal photo). This will automatically enter the photo into your Story board.
* With the text option (top right), add in a #ScreensoffforSight hashtag to the photo.
* Select “add story” (bottom left) to finish.

**TIP:** Stories are designed to be personalized. Text overlay, stickers, and gifs are encouraged! Tag your friends and challenge them to participate with you! [**Download all the visuals in this toolkit here.**](https://www.dropbox.com/sh/8r8j19daep6c23f/AAB4XFSoi3n_mlOT0sG5IuMSa?dl=0)

***TEMPLATE 1 (To be used prior to May 30) TEMPLATE 2 (To be used on May 30 before 6 p.m.)***

