Telehealth in Libraries

MEDIA KIT

TOOLKIT CONTENTS

PRINTABLE ASSETS

Customization, Canva & QR Codes
Rack Cards
Yard Signs
Roll Up Signs
Bookmarks

DIGITAL + SOCIAL MEDIA

How to create content that feels authentic
Calls to action + link in bio
Meta Business Suite
How to structure social posts
The ins and outs of #hashtags
Posts

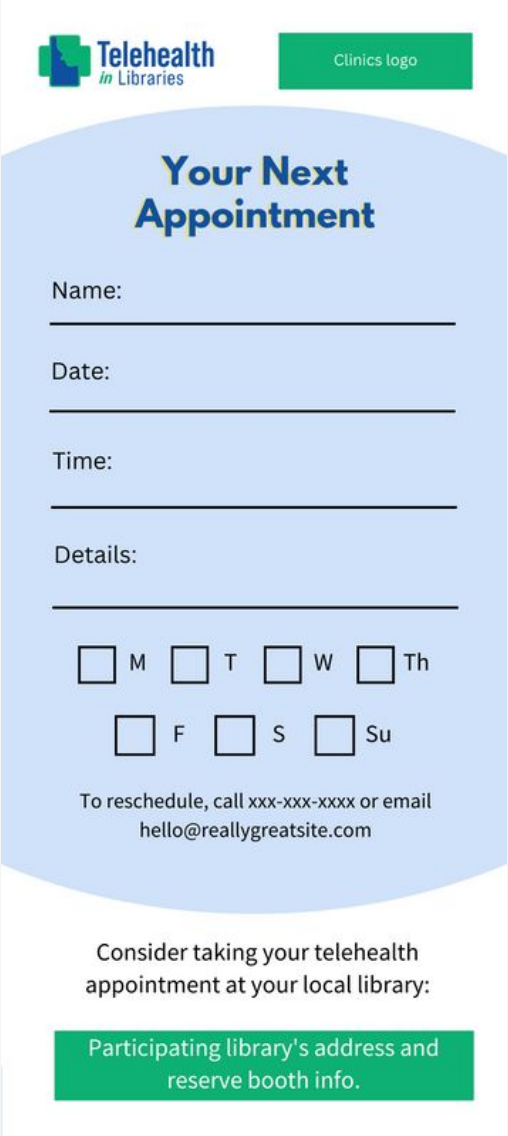
PRINTABLE ASSETS

CUSTOMIZATION

Each design in this toolkit is made to be customizable. You can add logos, QR codes, and specific URLs to direct to your library.

Every printable asset either has space at the bottom of the design or you can delete an element towards the bottom to create room.

add your info here!



CANVA

customize all of the designs in this toolkit through canva and send them directly to a printing service

ONLINE GRAPHIC DESIGN PROGRAM

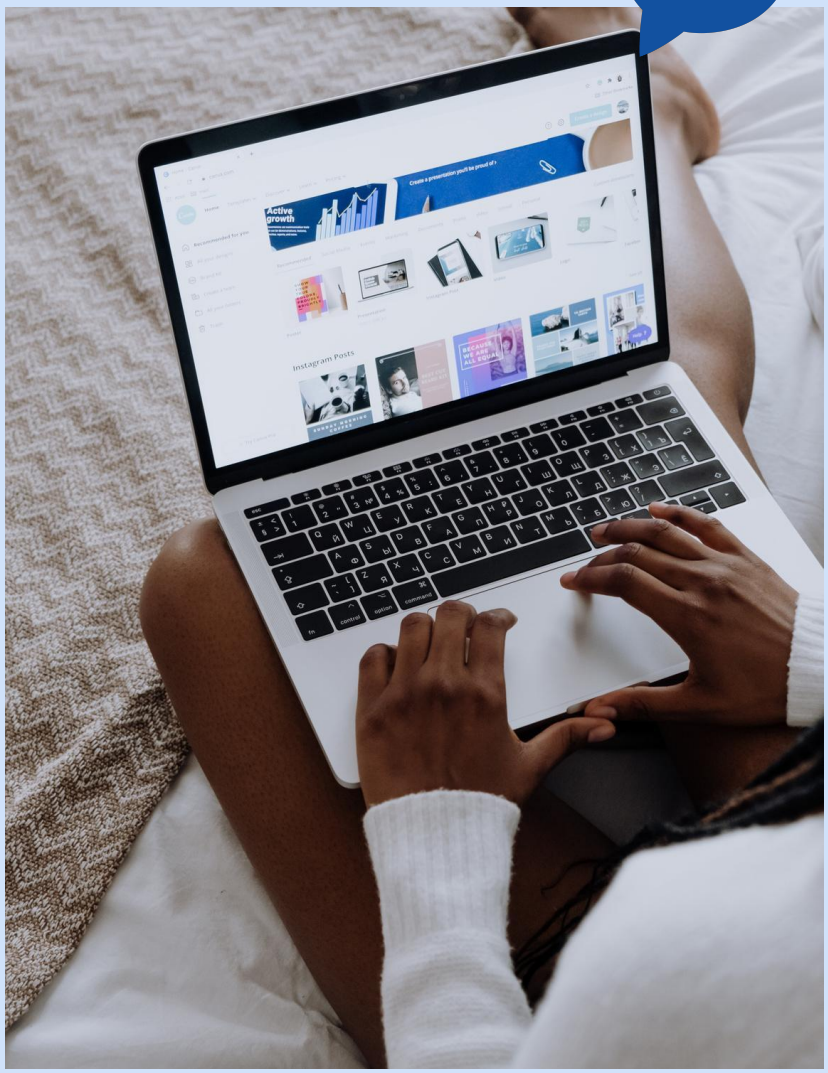
www.canva.com

CANVA DESIGN SCHOOL

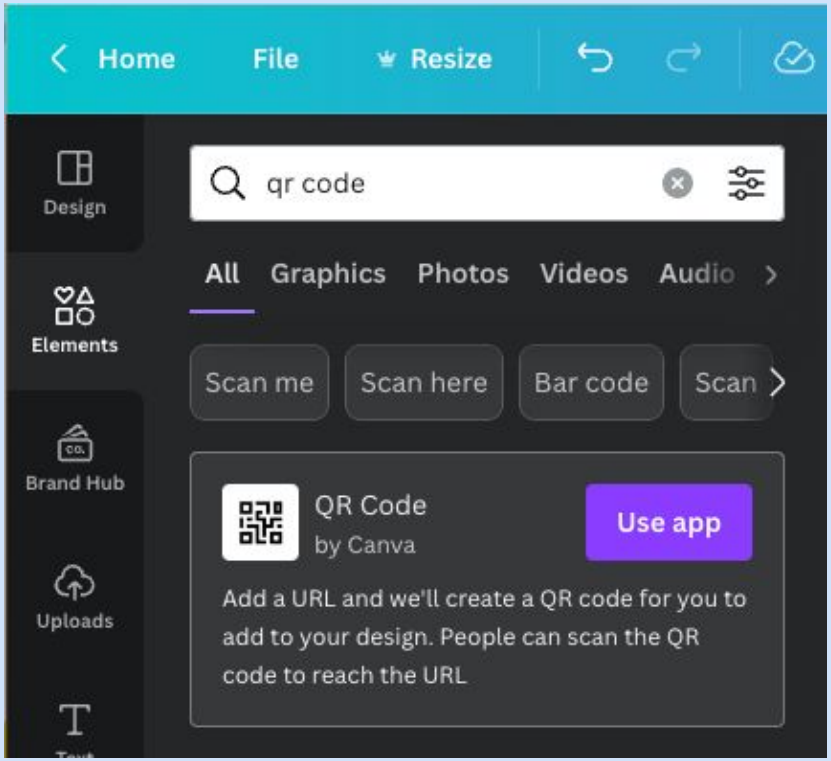
getting started in canva, how to create graphics, videos, and collaborate across a team

HOW TO GET CANVA PRO FOR FREE

canva pro is free for nonprofits, public health organizations, and government entities assisting with public health



QR CODES



You may find QR codes to include on your printed materials. Library patrons can scan the QR code with their phone camera app and be directed to a URL of your choosing - no typing long sequences of letters and numbers needed!

You can create QR codes in canva by going to "elements" and typing "qr code" into the search box. An app will come up; use this to create your unique QR code. From here you can customize your colors and you're ready to start sharing.

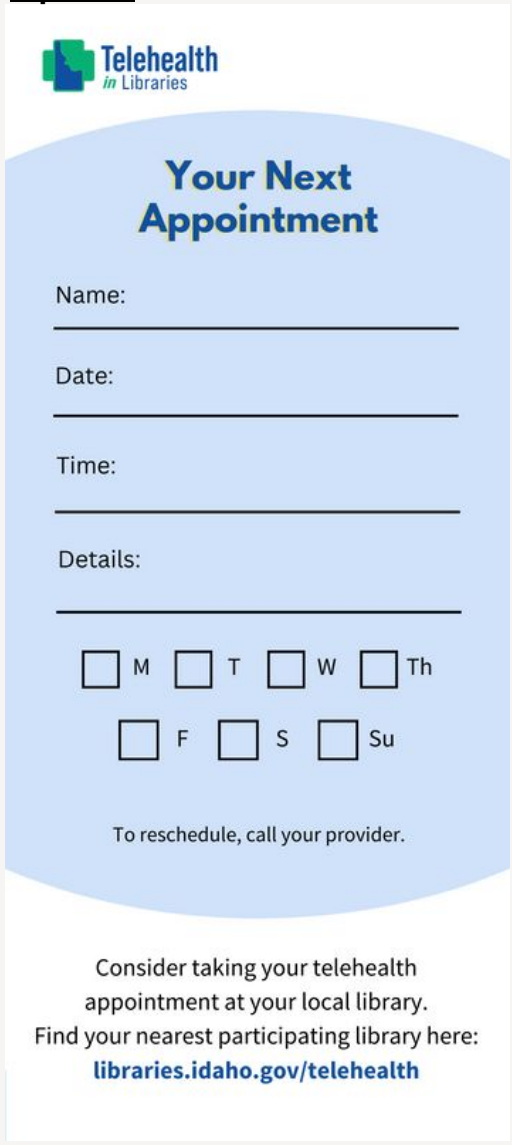
Please note that once you create your QR code, it will only go to that unique URL so make sure the URL is one that you'll be using for the duration of the lifetime of your printed materials.

RACK CARDS

CREATE YOUR CUSTOM RACK CARDS

- Make sure you are signed into your canva.com account on your browser.
- Click the link to open the design.
- Click on the bottom purple button that says, "edit template."
- You're now ready to edit and customize the design!

click here to open!



YARD SIGNS

click here to open!

CREATE YOUR CUSTOM YARD SIGNS

- Make sure you are signed into your canva.com account on your browser.
- Click the link to open the design.
- Click on the bottom purple button that says, "edit template."
- You're now ready to edit and customize the design!

ROLL UP SIGN

CREATE YOUR CUSTOM ROLL UP SIGN

click here to open!

- Make sure you are signed into your canva.com account on your browser.
- Click the link to open the design.
- Click on the bottom purple button that says, "edit template."
- You're now ready to edit and customize the design!

RESERVE THIS BOOTH SIGN

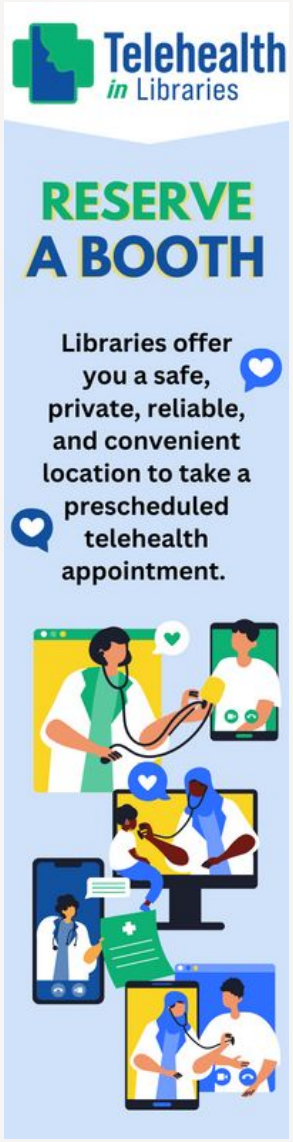
CREATE YOUR OWN RESERVATION SIGN

- Make sure you are signed into your canva.com account on your browser.
- Click the link to open the design for your prefered sign size.
- Click on the bottom purple button that says, "edit template."
- You're now ready to edit and customize the design!

click here to open 11x17 sign!

click here to open 18x24 sign!

BOOKMARKS



CREATE YOUR CUSTOM BOOKMARKS

- Make sure you are signed into your canva.com account on your browser.
- Click the link to open the design.
- Click on the bottom purple button that says, "edit template."
- You're now ready to edit and customize the design!

click here to open!

DIGITAL + SOCIAL MEDIA

HOW TO CREATE SOCIAL CONTENT THAT FEELS AUTHENTIC

BALANCE

ALWAYS BE READY TO HELP

BE PRESENT

BALANCE

Social platforms are all about casual writing and "being real" (think emojis and exclamation marks) but don't overdo it. Conversely, if you're writing is too formal, it reads as a press briefing - unaccessible and no one wants to read that while they're scrolling.

SERIOUS CONTENT DOESN'T NEED TO BE STUFFY.

ALWAYS BE READY TO HELP

Your social media channels are an extension of your customer service so make sure to devote time and resources so that your community can rely on your content to stay up to date and informed.

USING TOOLS LIKE META BUSINESS SUITE (SCROLL FORWARD A FEW PAGES) CAN HELP MAKE THIS GOAL MORE MANAGEABLE.

LINK IN BIO:

- Your local library's webpage
- Search our collection
- Community events
- Reserve a room for a telehealth appointment
- Summer reading program
- News

DON'T LEAVE ANYONE HANGING.

Facebook allows you to insert links into the text of your post for easy clickable access but Instagram doesn't. An easy way around it? Your link in bio.

A GREAT, FREE RESOURCE FOR LINK IN BIO SERVICES:

www.campsite.bio

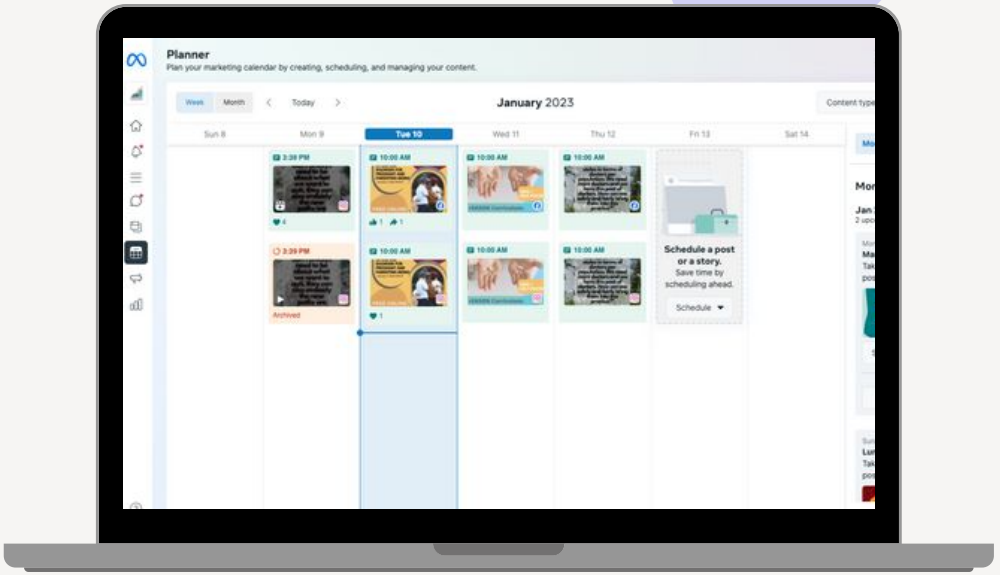
BE PRESENT

Social media platforms run off algorithms. The more **frequently** and **consistently** you post, the better likelihood you have of reaching your community.

DON'T WORRY. THERE ARE TOOLS FOR THIS.

META BUSINESS SUITE

YOU CAN POST, SCHEDULE CONTENT, AND REPLY TO COMMENTS + MESSAGES FROM ONE PLACE.



Schedule content to self-publish so all you need to do day to day is keep up with comments + messages.

GETTING STARTED WITH META BUSINESS SUITE

HOW TO STRUCTURE POSTS

SIMPLE AND EFFECTIVE

GREETING / EMOJI / QUESTION + CONTENT + CALL TO ACTION + HASHTAGS

How thin are your apartment walls? 😬 Don't bring your roommates to your telehealth appointment. Book a room with us for a reliable, safe, and private space.

Interested in learning more? Check out the link in our bio for more information.
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#publiclibrariesofinstagram #library #librarylove #publiclibrary #idaholibraries #telehealth #telehealthcare #telealthservices #librariesforall #idaho #idahome #idahohealth

📣 We offer free, reliable, and safe spaces for you to take your telehealth appointments! Book a room with us today. Learn more at the link in our bio.
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#publiclibrariesofinstagram #library #librarylove #publiclibrary #idaholibraries #telehealth #telehealthcare #telealthservices #librariesforall #idaho #idahome #idahohealth

Hey there! 👋🏼 Do you have a telehealth appointment you could use some help with? Once you book with your healthcare provider, reserve a booth with us! They're reliable, safe and private. We can help you connect to our high-speed internet and provide technology support.

Learn more and reserve your room by visiting <insert URL> or calling us at XXX-XXX-XXXX
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#HASHTAGS

HASHTAGS DIRECT USERS TOWARD YOU

it's important to do a regular audit of hashtags.

strive to have a balance between hashtags that reach a wide audience and those that will reach your audience.

FIND THE RIGHT HASHTAGS BY LOOKING THEM UP IN THE SEARCH BAR OF THE SOCIAL PLATFORM.

	number of posts
#IDAHO	4.8M
#IDAHOME	2.3M
#TELEHEALTH	521K
#LIBRARYLOVE	480K
#PUBLICLIBRARY	464K
#TELEHEALTHCARE	28K
#TELEHEALTHSERVICES	6.9K
#PUBLICLIBRARIESOFINSTAGRAM	6.2K
#LIBRARIESFORALL	2.9K
#IDAHOHEALTH	1.8K
#IDAHOLIBRARIES	329
#TWINFALLSLIBRARY	20

POSTS TO GET YOU STARTED

Need some help navigating the technology side of your next telehealth appointment? Your local library can help you with basic technology support and provide a private room to take your call. Book a spot today!

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#publiclibrariesofinstagram #library #librarylove #publiclibrary #idaholibraries #telehealth #telehealthcare #telealthservices #librariesforall #idaho #idahome #idahohealth

click here to open!

click here to open!

Healthcare visits can be stressful. Even more stressful: a bad internet connection during your telehealth appointment. Book a room at your local library for a free, private, convenient, and reliable space with high speed internet at your disposal.

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VIDEO
(INSTAGRAM + FACEBOOK REELS)

Looking for a private, convenient, reliable space to take your next telehealth appointment? Reserve a booth at your local library!

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