



# 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!



The screenshot shows a digital form titled "Your Next Appointment" with a light blue background. At the top left is the "Telehealth in Libraries" logo, and at the top right is a green box labeled "Clinics logo". The form contains the following fields: "Name:" with a horizontal line, "Date:" with a horizontal line, "Time:" with a horizontal line, and "Details:" with a horizontal line. Below these are two rows of checkboxes for days of the week: the first row has checkboxes for M, T, W, and Th; the second row has checkboxes for F, S, and Su. Below the checkboxes is the text "To reschedule, call xxx-xxx-xxxx or email hello@reallygreatsite.com". At the bottom of the form is a green bar with the text "Participating library's address and reserve booth info.".

# 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](http://www.canva.com)

## CANVA DESIGN SCHOOL

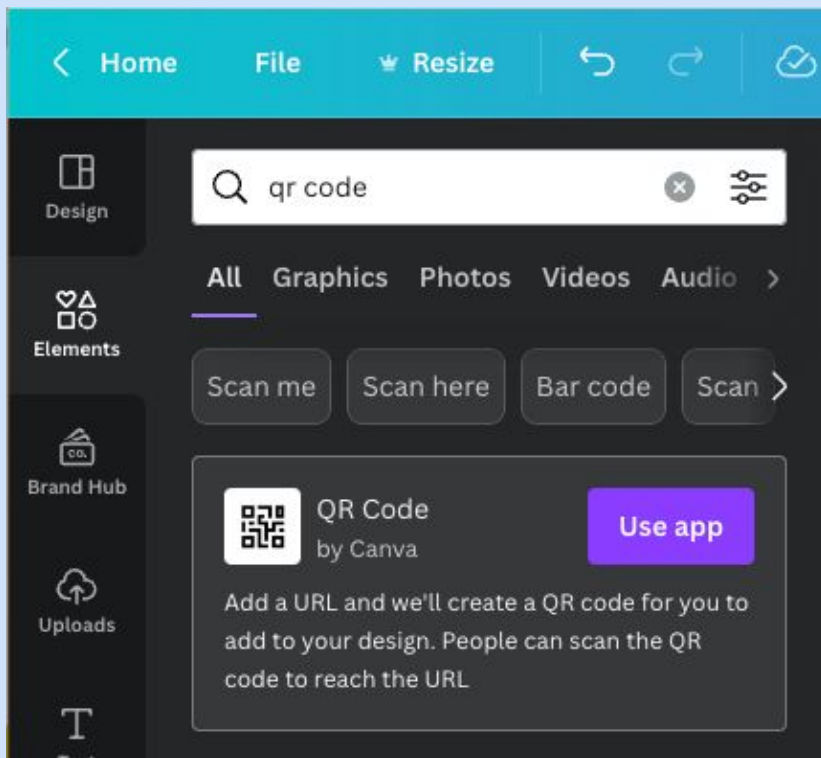
getting started in canva, how to create graphics, videos, and collaborate across a team

## 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](https://www.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!](#)

**Telehealth in Libraries**

**NEED A SPACE FOR YOUR APPOINTMENT?**

**RESERVE A BOOTH**

Libraries offer you a safe, private, reliable, and convenient location to take a prescheduled telehealth appointment.

Staff can help navigate any technology needs you may have.

**Telehealth Appointments for:**

- Behavioral Health Care
- Preventative Check-Ups
- Support for Managing Chronic Conditions

**Your Next Appointment**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Details: \_\_\_\_\_

M  T  W  Th

F  S  Su

To reschedule, call your provider.

Consider taking your telehealth appointment at your local library. Find your nearest participating library here: [libraries.idaho.gov/telehealth](https://libraries.idaho.gov/telehealth)

# 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!

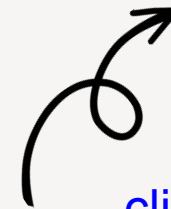
# RESERVE THIS BOOTH SIGN

## CREATE YOUR OWN RESERVATION SIGN

- Make sure you are signed into your [canva.com](https://www.canva.com) account on your browser.
- Click the link to open the design for your preferred 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



## RESERVE A BOOTH

Libraries offer you a safe, private, reliable, and convenient location to take a prescheduled telehealth appointment.



### Telehealth Appointments for:


- Behavioral Health Care
- Preventative Check-Ups
- Support for Managing Chronic Conditions

Ask our staff how you can take your next telehealth appointment at the library!



## CREATE YOUR CUSTOM BOOKMARKS

- Make sure you are signed into your [canva.com](https://www.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](http://www.campsite.bio)



# BE PRESENT

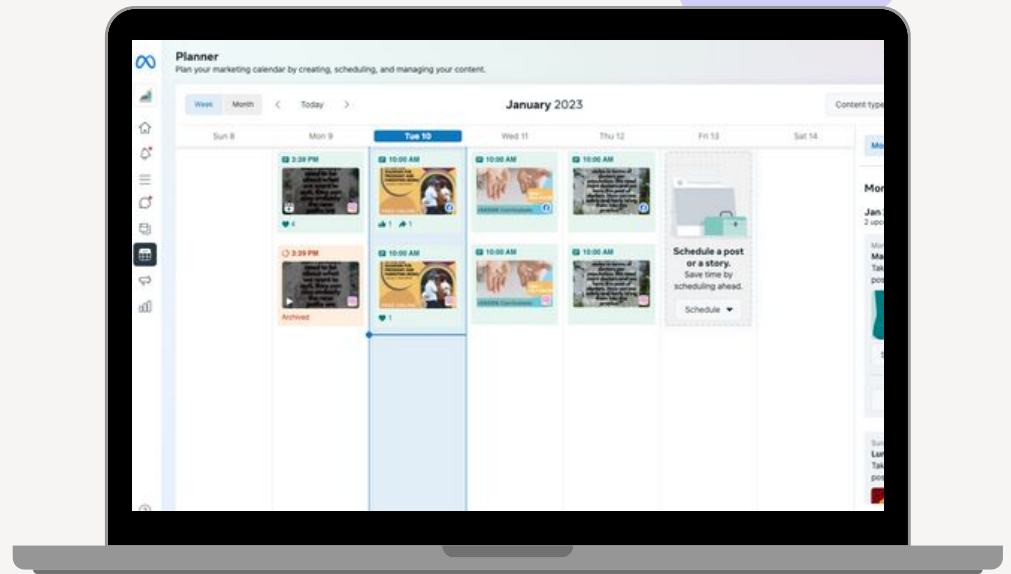
Social media platforms run off algorithms. The more **frequently** and **consistently** you post, the better likelihood you have of reaching your community.

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

# #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.**

<b>#IDAHO</b>	<b>4.8M</b>
<b>#IDAHOME</b>	<b>2.3M</b>
<b>#TELEHEALTH</b>	<b>521K</b>
<b>#LIBRARYLOVE</b>	<b>480K</b>
<b>#PUBLICLIBRARY</b>	<b>464K</b>
<b>#TELEHEALTHCARE</b>	<b>28K</b>
<b>#TELEHEALTHSERVICES</b>	<b>6.9K</b>
<b>#PUBLICLIBRARIESOFINSTAGRAM</b>	<b>6.2K</b>
<b>#LIBRARIESFORALL</b>	<b>2.9K</b>
<b>#IDAHOHEALTH</b>	<b>1.8K</b>
<b>#IDAHOLIBRARIES</b>	<b>329</b>
<b>#TWINFALLSLIBRARY</b>	<b>20</b>

number of posts



# 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!



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

[click here to open!](#)



 Taking charge of your health  
 Finally making that telehealth appointment.  
 Dropped calls and a choppy connection.

Let your local library help with a high speed internet connection.




Don't let a slow internet connection disrupt your next telehealth appointment.  
 Book a room at your local library today!



[click here to open!](#)




**DON'T LET SLOW INTERNET DISRUPT YOUR NEXT TELEHEALTH APPOINTMENT**

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.

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




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

 [click here to](#)  
[open!](#)