



SOCIAL MEDIA TOOLKIT

Use this social media toolkit to promote 211 Metro Chicago.

- General Info Posts
- Service-Specific Posts

DOWNLOADABLE ASSETS

Social Graphics

- Includes a variety of static graphics and animated video options.
 - Download graphics from the link above and then upload and share with your social posts.
- *Please do not copy and paste the graphics below, which are low resolution and provided as visual examples.*

SAMPLE POSTS – GENERAL

FACEBOOK

Need help and don't know where to turn? Contact @211MetroChicago!

2-1-1 is a free and confidential helpline offering 24/7/365 access to a trained, local specialist who will connect you to food, housing, utility assistance, access to health care, and other vital resources.

Find the help you need today:

- Call 2-1-1
- Text your zip code to 898211
- Visit 211MetroChicago.org

In partnership with @CityofChicagoOfficial, @cookcountygov, and @unitedwaychicago, 211 Metro Chicago is available to all Cook County residents.

#LIVEUNITED #211MetroChicago



LINKEDIN

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INSTAGRAM

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TWITTER

Need help & don't know where to turn? Get connected to health & social services through [@211MetroChicago](https://twitter.com/211MetroChicago). It's free, confidential & available 24/7/365. Call 211, text your zip code to 898211, or visit 211MetroChicago.org. [@chicago](https://twitter.com/chicago) [@cookcountygov](https://twitter.com/cookcountygov) [@unitedwaychi](https://twitter.com/unitedwaychi) #211MetroChicago



SAMPLE POSTS – SERVICE SPECIFIC

FACEBOOK

**Choose one of two service-specific graphics and use relevant opening line:*

Don't have food for your kids? @211MetroChicago can help.

or

Can't afford your heating bills? @211MetroChicago can help.

2-1-1 connects you to the resources you need – food, housing, utility assistance, access to health care, and more.

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#LIVEUNITED #211MetroChicago





LINKEDIN

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INSTAGRAM

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or

Can't afford your heating bills? 211 Metro Chicago can help.

2-1-1 connects you to the resources you need – food, housing, utility assistance, access to health care, and more.

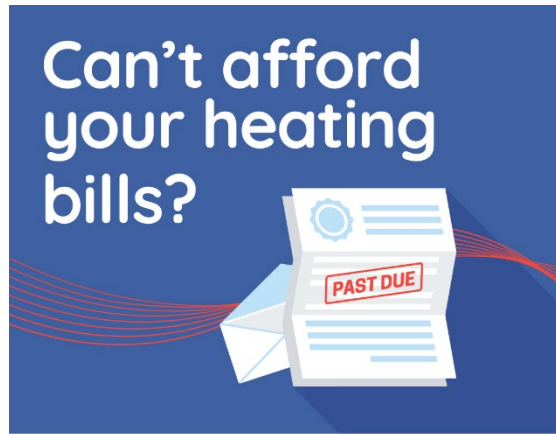
Find the help you need today:

- Call 2-1-1
- Text your zip code to 898211
- Visit 211MetroChicago.org (link in bio)

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TWITTER

**Choose one of two service-specific graphics and use relevant opening line and option for tweet 1 in the 2-tweet thread:*

Thread

Tweet 1:

(Option 1)

Don't have food for your kids? @211MetroChicago can help. 2-1-1 connects you to the resources you need – food, housing, utility assistance, access to health care, and more: 211MetroChicago.org @chicago @cookcountygov @unitedwaychi #211MetroChicago (1/2)

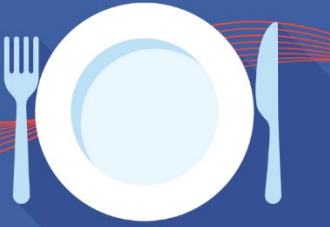
(Option 2)

Can't afford your heating bills? @211MetroChicago can help. 2-1-1 connects you to the resources you need – food, housing, utility assistance, access to health care, and more: 211MetroChicago.org @chicago @cookcountygov @unitedwaychi #211MetroChicago (1/2)

Tweet 2:

211 Metro Chicago is a free & confidential helpline connecting you to the health & social services you need. Call 211, text your zip code to 898211, or visit 211MetroChicago.org. Available 24/7/365. @211MetroChicago @chicago @cookcountygov @unitedwaychi #211MetroChicago (2/2)

Don't have
food for
your kids?



211

211MetroChicago.org



Can't afford
your heating
bills?



211

211MetroChicago.org

