

# Lead Poisoning Prevention

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## Social Media Posting Guide

ENGLISH



# Thank you for downloading the **Lead Poisoning Prevention (English)** **Social Media Campaign!**

Use this toolkit for quickly creating posts on Facebook, Instagram, or your other social media platforms. In addition, you can also use these assets on your website and in e-mails to patients.

This toolkit includes:

- Guidance on when to post on each platform for maximum reach
- Copiable social media post text with a custom hashtag strategy and resource URLs (where appropriate).
- Downloadable image graphics (JPGs) to pair with the social media post text

## How To Use This Guide:

- 1 Review social media best practices and posting guidance in this PDF to determine the best time to post for your audience.
- 2 Find the post you'd like to share on your social media platforms in this PDF and copy the post text and hashtags.
- 3 Open the "Graphics" folder and find the corresponding image to the post you'd like to use.
- 4 Open your social media platform of choice, paste your copied text and hashtags in the posting area.
- 5 Upload the corresponding graphic and post.



# Make the Most of Your Social Media Platforms

## Best Practices for Identifying the Most Impactful Platforms

Each social media platform has a unique audience with equally unique engagement habits. To make the most impact with this social media toolkit, please consider the following:

There are five commonly agreed upon generations currently identified in the United States. Each of these generations leverage specific social media platforms, including:

- **Gen Z, iGen, or Centennials:** Born 1996 – TBD
  - ▷ TikTok, SnapChat, YouTube
- **Millennials or Gen Y:** Born 1977 – 1995
  - ▷ Instagram, Facebook, Pinterest
- **Generation X:** Born 1965 – 1976
  - ▷ Facebook, LinkedIn
- **Baby Boomers:** Born 1946 – 1964
  - ▷ Facebook
- **Traditionalists or Silent Generation:** Born 1945 and before
  - ▷ NA

When choosing where to post, consider your patient roster, and select the appropriate platform accordingly.

## Best Practices for Hitting High-Traffic Posting Windows

Each social media platform has specific peak-traffic times based on their unique user base. If you intend to mass post across platform, it's best to choose the most highly-trafficked times. Use this data to make the most informed posting decisions.

### Highest-Traffic Windows Across Platform:

7 am to 9 am CT | 1 pm to 3 pm CT | 7 pm to 9 pm CT

### Highest-Traffic Days Across Platform:

Wednesday | Thursday | Tuesday | Friday

## Platform Specific Posting Windows

If you are choosing to post on a single platform like Facebook, Instagram, or LinkedIn, use the timetables below to schedule your posts for maximum impact:

### Facebook:

- **Monday:** 5 am to 3 pm CT
- **Tuesday:** 6 am to 3 pm CT
- **Wednesday:** 6 am to 3 pm CT
- **Thursday:** 5 am to 3 pm CT
- **Friday:** 6 am to 3 pm CT
- **Saturday:** 7 am to 2 pm
- **Sunday:** 10 am to 3 pm

### Instagram:

- **Monday:** 9 am to 10 am CT
- **Tuesday:** 9 am to 10 am CT
- **Wednesday:** 5 am, 11 am, or 3 pm CT
- **Thursday:** 12 pm or 5 pm CT
- **Friday:** 9 am to 10 am or 5 pm to 6 pm CT
- **Saturday:** 8 am to 12 pm CT
- **Sunday:** 10 am to 2 pm CT

### LinkedIn:

- **Monday:** 1 pm CT
- **Tuesday:** 8 am to 10 am CT
- **Wednesday:** 2 pm CT
- **Thursday:** 4 pm CT
- **Friday:** 10 am CT
- **Saturday:** 6 am to 7 am CT
- **Sunday:** 8 pm CT



# Lead Poisoning Prevention

## SOCIAL MEDIA POSTING GUIDE

### POST 01



#### Post Copy:

During National Lead Poisoning Prevention week, we'll be sharing easy-to-follow steps and helpful information on how, when, and where to get your child tested for lead. While every child in Chicago is at risk for lead poisoning, together, we can help limit harm and help all our kids grow up happy and healthy! For more information on lead poisoning and prevention, visit [bit.ly/Lead\\_Resources](https://bit.ly/Lead_Resources)! #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare

### POST 02



#### Post Copy:

Did you know that most children exposed to lead have no symptoms? Don't worry, a doctor can help get your child tested! Find a clinic near you by visiting [bit.ly/FindDocs](https://bit.ly/FindDocs) or call 312-864-0200 for more information! #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare

### POST 03



#### Post Copy:

Lead poisoning screening is a routine practice offered by doctors and clinics who see children. If your child has a regular doctor, give them a call to ask about testing. If you don't have a regular doctor, that's okay! Find a clinic near you by visiting [bit.ly/FindDocs](https://bit.ly/FindDocs) or by calling 312-864-0200 for more information. #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare

# Lead Poisoning Prevention

## SOCIAL MEDIA POSTING GUIDE

POST 04



### Post Copy:

The truth is all kids in Chicago can come in contact with lead. It can be tracked in on shoes, through lead dust in the air, or even in our homes from old lead paint. But by getting your little ones tested, you're taking the right steps to prevent harm! Visit [bit.ly/Lead\\_Sources\\_Chicago](https://bit.ly/Lead_Sources_Chicago) to learn more about how your child may be exposed and talk to your doctor today! #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare

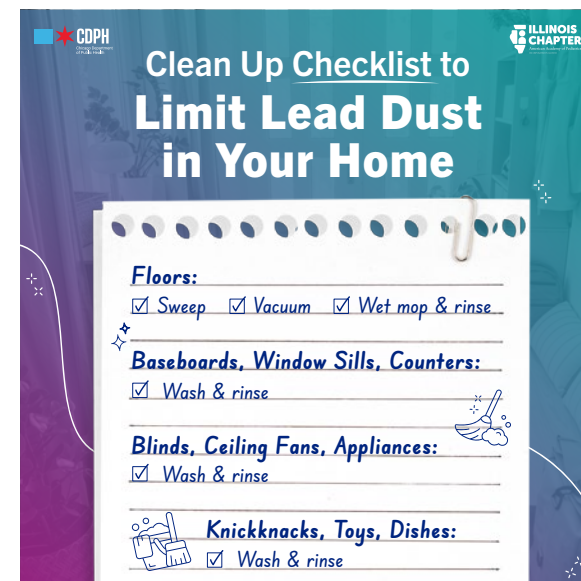
POST 05



### Post Copy:

National Lead Poisoning Prevention Week is a great time to get your child's lab work completed. If your child's first test is high, one more test may be ordered to confirm the result. This test is important to complete! Once complete, your doctor can help create a treatment plan and a case manager can help with next steps for removing lead from your home. Learn more about testing here: [https://bit.ly/Lead\\_Testing](https://bit.ly/Lead_Testing) #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare

POST 06



### Post Copy:

Household dust can have lead from cracked, chipped, or peeling lead-based paint. Kids and adults can also track lead dust into your home on their shoes after playing or working outside in or near dirt. Get more info on how you can help reduce lead dust in your home by visiting [bit.ly/Lead\\_Dust](https://bit.ly/Lead_Dust) today! #LeadPoisoningPrevention #NLPPW #LeadPoisoning #Chicago #HealthNews #HealthCare #Parenting #ChicagoParents #Health #ChildHealth #KidsHealth #ChildHealthCare