Event assets bundle

The event assets bundle provides you with social media posts, images, and strategies that you can use along with your Event planning sheet. During your event committee planning meeting, use these assets and your Event planning sheet to decide the best social media strategy for your school.

As a reminder, the objectives of this part of your lupus awareness campaign are to:

1. Use social media to promote your hands-on event.
2. Encourage students to learn more about lupus by visiting the *Be Fierce. Take Control.*™ website (befiercetakecontrol.org).
3. Increase lupus awareness and empower your peers to take control of their health.

Please keep the following in mind:
- Do not stretch, condense, or resize the assets.
- Do not recolor the assets.
- Do not recreate the assets. Use the files provided.
- Do not recreate the design style.

See Appendix C. *Be Fierce. Take Control.*™ for more specific guidelines on using these images and copyright disclaimers.

Facebook/Instagram posts (no restrictive character limit)
- Let's talk about #lupus at Tate Plaza on Monday, June 1 from 10am – 12pm #BeFierceTakeControl
- Self-care isn't selfish. Show us how you take control of your health at Tate Plaza on Monday, June 1 from 10am – 12pm #BeFierceTakeControl
- Feeling not quite like yourself? Come see how to take control of your health at Tate Plaza on Monday, June 1 from 10am – 12pm #BeFierceTakeControl
- If you've been feeling not quite like yourself but can't pinpoint what's wrong, it's time to #BeFierceTakeControl – come to Tate Plaza on Monday, June 1 from 10am – 12pm

Twitter posts (140 characters)
- Check out our upcoming event at Tate Plaza on Monday, June 1 from 10am – 12pm #BeFierceTakeControl
- Come express how you take control of your health – Tate Plaza on Monday, June 1 from 10am – 12pm #BeFierceTakeControl
- @TAU is #BeFierceTakeControl of our health. Learn more at Tate Plaza on Monday, June 1 from 10am – 12pm


FIND OUT IF IT MEANS SOMETHING

Profile badges

Promote your event by uploading these profile badges as your organization's profile picture on Facebook, Twitter, and Instagram. Ask your fellow leaders to also make it their profile picture on their personal accounts!
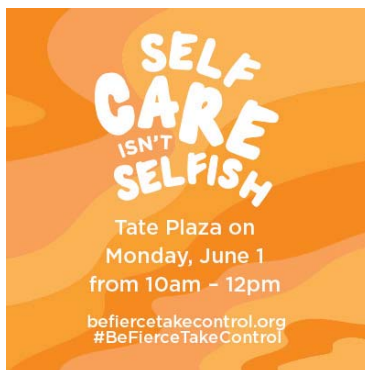
Cover photo

Promote your event by uploading this cover photo as your organization's cover photo on Facebook and Twitter. Ask your fellow leaders to also make it their cover photo on their personal accounts!
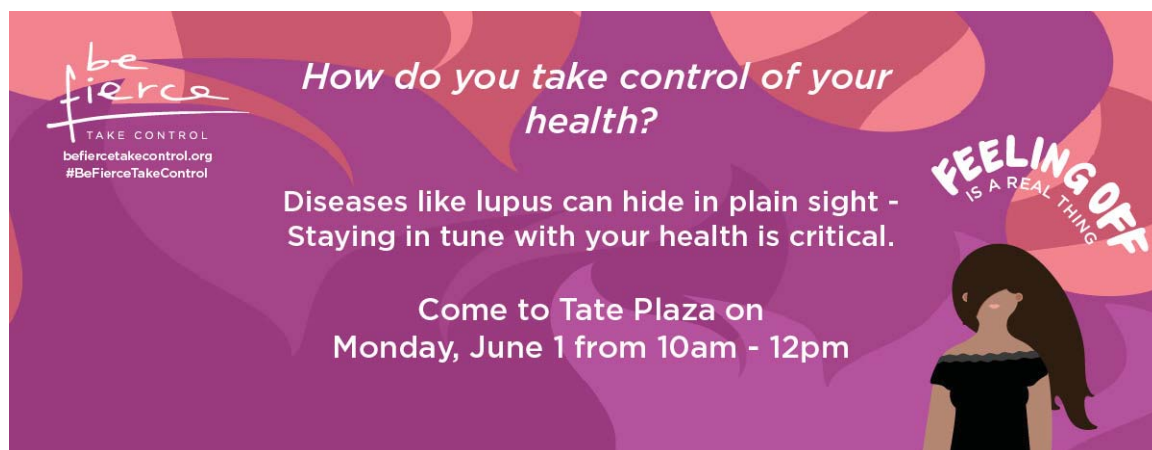
Create a story for your campaign

Creating a story on Instagram and/or Snapchat can be a great way to share your event with your attendees and others on your campus.

To create a new Snapchat story, go to the stories homepage and then click on the plus sign in the upper right-hand corner. You can then name your story (*Be Fierce. Take Control*™ Hands-On Event) and select between a few options. You can geofence an area and chose to either (1) let any of your Snapchat friends within that area contribute or (2) let any of your Snapchat friends and friends of your Snapchat friends within that area contribute. However, you can also manually select all your Snapchat friends to create a story where they can all contribute without using the geofence option.

To add to your Instagram story, click on "your story" at the upper left-hand corner. You can then take pictures or videos to add to your story. You followers can then send you message replies about your story.

Also, make sure to share the campaign QR code for the *Be Fierce. Take Control.*™ campaign website on your story and during your event (See Social media assets bundle).

Tip:

Get more Snapchat friends by posting your organization's Snapchat username and scannable QR code on other social media posts!

Snapchat geofilter

Snapchat also allows organizations to create a custom filter, pick dates, and set a geofence for their filter. Snapchat charges for this service, however they also offer community geofilters for public places, such as a university. For more information, see snapchat.com/geofilters.

Flyer

Use this flyer to advertise for your event around campus.

Learn about #lupus and express the ways you take control of your health.

Come to Tate Plaza on
Monday, June 1 from 10am – 12pm

@TAU

Photo release form

Make sure to use this form if you will be publishing (print or online) pictures of your attendees from the event.

Location of Event (street, city, state, zip): _____

_____

Permission to Use Photography

I grant to the ACR and _____ its representatives and employees (representatives) the right to take photographs of me and my property in connection with the above-identified subject. I authorize these representatives its assigns and transferees to copyright, use and publish the same in print and/or electronically. I agree these representatives may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

#	Last name	First name	Phone number	Signature (guardian if under 18)
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Sign-in sheet template

Use this template to get contact information from your event attendees. This is especially helpful if you want to send them a survey after the event.

#	Last name	First name	Phone number	Signature (guardian if under 18)
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