

# Halton Youth Initiative – Communications Resource Sheet - Sample

## Username and Passcodes

<b>Social Accounts</b> Username: xxxxxx / password: xxxxx	<b>Website:</b> <a href="http://www.haltonyouth.com">www.haltonyouth.com</a> <b>Youtube:</b> Halton Youth Initiative
<b>Canva</b> Username: xxxxx / Password: xxxxx	

## Remember

- **Use HYI Accounts** – Allows us to edit later – or be sure to share an editable format
- **Unless stated, we post on all four IG accounts** – four distinct communities with four sets of followers

## Canva

- Use **HYI brand colours** whenever possible (pre-loaded into the colour button on Canva)
- Use **HYI logo** when appropriate – if content is sensitive consider putting “Halton Youth Initiative” in text somewhere small or on a final slide
- **Include sources/acknowledgements** where applicable



## Sources

[https://www.mmiwg-ffada.ca/wp-content/uploads/2019/06/Calls\\_for\\_Justice.pdf](https://www.mmiwg-ffada.ca/wp-content/uploads/2019/06/Calls_for_Justice.pdf)

<https://www.mmiwg-ffada.ca/timeline/>

<https://www.cbc.ca/missingandmurdered/>

<https://www.thecanadianencyclopedia.ca/en/article/missing-and-murdered-indigenous-women-and-girls-in-canada>

[https://www.nwac.ca/wp-content/uploads/2015/05/Fact\\_Sheet\\_Missing\\_and\\_Murdered\\_Aboriginal\\_Women\\_and\\_Girls.pdf](https://www.nwac.ca/wp-content/uploads/2015/05/Fact_Sheet_Missing_and_Murdered_Aboriginal_Women_and_Girls.pdf)



This slide post was created by youth volunteers of the Halton Youth Initiative. If there is incorrect data or other concerns please DM us.

## Instagram process

1. **Find content** - refresh canva (desktop or app) – or you may miss final edits!!
2. **Follow them** - If the content involves a charity/business/artist , follow them
3. **Post** – Add a caption, tag the picture (when applicable)
4. **Story** - share post to our story - @mention if applicable so they receive a notification
5. **Highlights** – add to a highlight section if applicable

## Instagram Tips and Tricks – **bolded is the preferred method**

### IG Post

- Tag them in caption – they get a notification and it is clickable for IG users
- **Tag them in picture – it stays on their pages “tag” section – which the far right icon – and it is clickable for IG users**

### IG Story

- Share from post – it shares with your followers but the source you shared from does not receive notification
- **Share from post & include @mention on the story – it shares with your follower AND the share source receives a notification and is able to “add to their story” – greater reach and impact (plus they know you are sharing their stuff)**
  - Other tips
    - If it aligns with one of the “highlights” section on my page I save it there too – AKA the story share stays connected to your page permanently (added exposure)
    - I always share my own posts as stories too since a lot of youth only watch stories (less scrolling)
    - Please note: when you @mention someone in your story – it automatically creates a chat with them in your DM

### Using links

- Tip: people can't copy & paste links in captions or stories - so long URL are a no go
  - #1 choice: add the link to your bio
  - #2 choice: (if applicable) point user to the direction of the link by sharing someone else's content. Ex. “share a post in your story and say “visit @henhere bio for link”
  - #3 choice: (if applicable) for our own content, turn a long URL to short custom one using bit.ly
    - For example: [www.bit.ly/HYI\\_MMIWG](http://www.bit.ly/HYI_MMIWG) leads to our youtube video on the Missing & Murdered Indigenous Women and urls information video (don't need to include www)