

## NAPABA Media Toolkit

NAPABA has put together sample images for you to use in your promotion for your “Know Your Rights Cards Page” and The Combat Hate Crimes Toolkit.

**In the Zip Folder**, you will find standard **Facebook, Twitter and LinkedIn Social Media Cards** you can use to promote your new pages. Please feel free to **add your logos or other graphic elements** to these to personalize them to fit your brand. Logos can be added with any design tools like:

- Adobe Create Suite
- Pixlr
- Photoscape
- Canva

### Sample Captions:

## KNOW YOUR RIGHTS CARDS

**Caption 1:** **Insert ORG NAME** has released our translated COVID-19 Vaccine Know Your Rights Cards. Visit **(LINK)** to access over 25 translations! Share with your communities to make sure that they are #vaccineready!

**Caption 2:** **INSERT ORG NAME** has created fact cards for those who may be unsure of their rights to a COVID-19 vaccination. Translated into 25 different AA and NHPI languages, this resource educates community members on the benefits of getting vaccinated encourages them to receive their free COVID-19 vaccinations regardless of immigration status, health insurance coverage, and/or Social Security number. Learn more here: **(LINK)**

## COMBAT HATE CRIMES TOOLKITS:

**Caption 1:** Did you know that **INSERT ORG NAME** has hate crimes resources in 25 different AANHPI languages that provide basic and critical information for victims, community-based organizations, and community leaders. Download our toolkits here: **(LINK)**

**Caption 2:** Translated into 25 different languages, **INSERT ORG NAME**'s Combat Hate Crimes Toolkits provides information on:

- Understanding the difference between a hate crime and hate incident
- Working with law enforcement and the media
- Checklist for community organizations
- Frequently asked questions

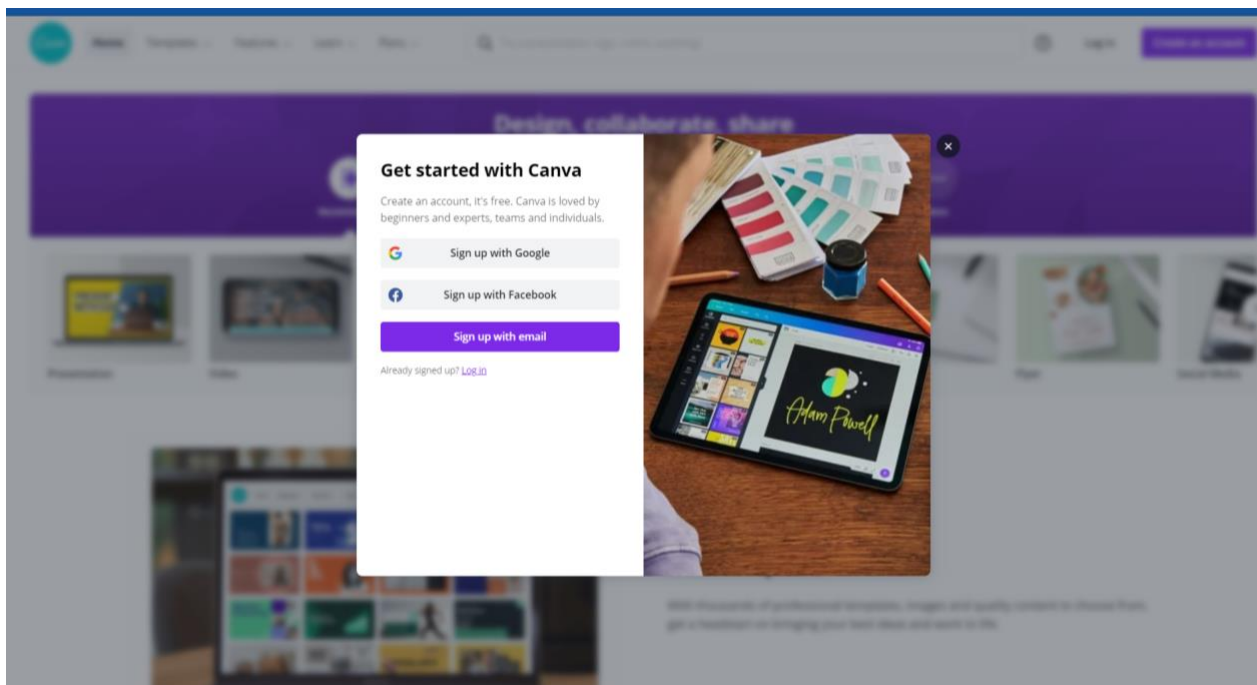
View our toolkits here: **(LINK)**

## EDITING THE SOCIAL MEDIA TEMPLATES IN CANVA:

**Canva**, which is a graphic creating tool, allows you to edit graphics **for free**.

You must **create an account** (You can do an easy sign up with your Gmail or Facebook) before you access our template.

Visit <https://www.canva.com/> to login to your existing account or create a new account

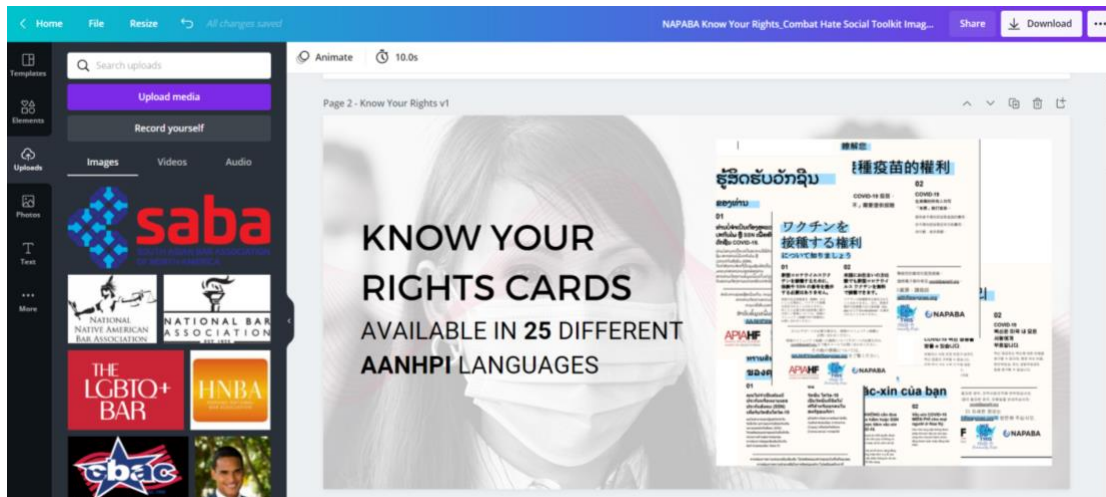


Once you have your account, **open the NAPABA template (link below)** to open the Canva Template Room we have created.

[https://www.canva.com/design/DAEiygorecQ/YkN576bzooPYmtn\\_aYhnTA/view?utm\\_content=DAEiygorecQ&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=sharebutton&mode=preview](https://www.canva.com/design/DAEiygorecQ/YkN576bzooPYmtn_aYhnTA/view?utm_content=DAEiygorecQ&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview)

Once you have opened the link, upload any Logos or graphic elements on the Uploads Tab on the left side. **To insert your logo:**

- Drag your logo file from your desktop
- Wait for it to upload
- Click the logo on the page you want add it to
- Hold your logo to move it around the picture and place it where desired.



Once you are done editing and personalizing your images, click the **Download** button on the top right corner and select the pages you want to download. Once that's done, you can share your graphics on your social channels.

