

## Using the Media Toolkit

The Vote for Ohio Kids Media Toolkit is a resource for our coalition members to help amplify the message of the Vote for Ohio Kids campaign. The Toolkit provides action steps, images, and sample text to make it easy for you to share our message on social media, in newsletters, and on your website. If you are interested in receiving additional materials or modified versions of the materials included in the toolkit, specific requests can be sent to [Info@VoteforOhioKids.org](mailto:Info@VoteforOhioKids.org).

## Media Toolkit Elements

### **Action Steps**

The “Vote for Ohio Kids Action Steps” file outlines the various ways people can engage in the campaign. From joining the coalition to spreading our message, we appreciate the many ways business, healthcare, and early education leaders can support this effort. As you help us increase engagement in the campaign, consider sharing our action steps to make participation even easier!

### **Campaign Overview**

Our Campaign Overview provides more information about the Vote for Ohio Kids campaign goals, consensus agenda, and founding partners. Please feel free to use language from this document as you spread the word about the campaign with your stakeholders.

### **Sample Share Content**

The “Sample Share” document includes several messages that can be easily shared in tweets, Facebook posts, newsletter articles, blogs, etc. Feel free simply copy and paste this content or use this text as a starting point for more personalized posts.

### **Shareable Image Folder**

The “Shareable Images” folder contains image files that can be used on social media, on your website, or in newsletters. Research shows that posts with images included gain more engagement than simply posting text, so we encourage you to use one of these images alongside the sample share content. Included in the folder are several versions of the Vote for Ohio Kids logo and hashtag, as well as branded campaign images.

**#Vote4**  **OhioKids**