



SUMMARY

What is New Mexico without the counties that serve New Mexicans everyday? We have created this campaign called "A Day Without New Mexico Counties" to illustrate just that. In this series of videos and social media posts we will highlight the programs and services provided by the counties. Use this social media kit to familiarize yourself with the campaign, the content, and how to successfully implement the provided assets.

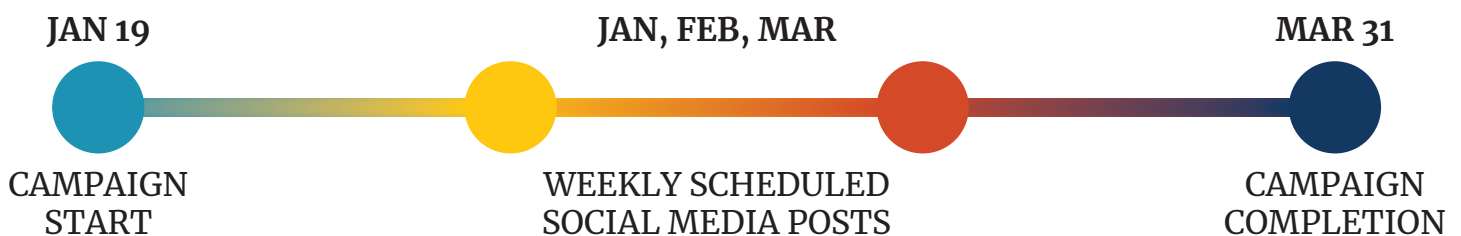
PURPOSE

Our goal is to bring awareness to the programs and services that each of the 33 New Mexico counties provide and increase engagement between community members and the county. The assets in this social media kit cover a variety of subjects that represent a program or service that are provided by New Mexico counties. By posting, sharing, and promoting these assets we can keep constituents informed and engaged with what the counties have to offer.

WHAT'S IN THE KIT

- How to use this kit
- Social Media Assets
- Scheduling Posts
- Post Examples
- Cobranding
- Videos
- Schedule of Posts
- January Calendar
- February Calendar
- March Calendar

TIMELINE



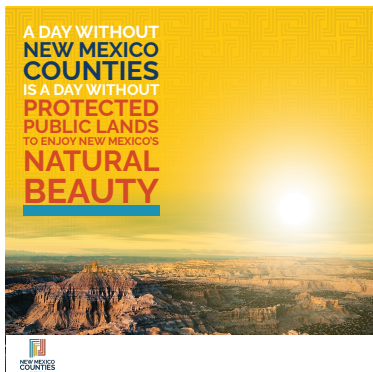
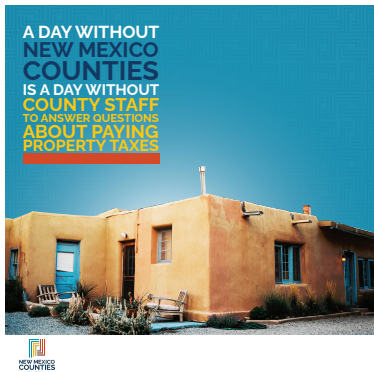


HOW TO USE THIS KIT

We have tailored our campaign for use on social media platforms like Facebook and Instagram. This kit will give you access to the graphic assets and videos that will be used throughout the campaign. Review the information below for post examples and posting schedules.

SOCIAL MEDIA ASSETS

Each of the social media assets we have created focuses on a variety of topics relating to county services. Using the graphics in the asset folder with the schedule of posts and calendars in this document, you'll be able to quickly start engaging with your audience.



[GO TO ASSET FOLDER](#)



SCHEDULING POSTS

You can easily schedule posts using Facebook's Publishing Tools* including scheduling posts to Instagram. Follow the instructions below to schedule your posts or visit the Facebook Help Center to learn more.

*If you use a social media post scheduler (Hootsuite) you can skip this step and use your platform of choice.

To schedule a post:

1. From your News Feed, click **Pages** in the left menu
2. Go to your **Page**
3. Click **Publishing Tools** in the left column
4. Click **Create Post** at the top
5. Use the social media assets provided to create your post
6. Click the **dropdown icon** and then select **Schedule Post**
7. Select the date that corresponds with the calendar in this document and a time when you want the post to publish and click **Schedule**, then click **Schedule Post**.

[GO TO FACEBOOK HELP CENTER](#)

POST EXAMPLES

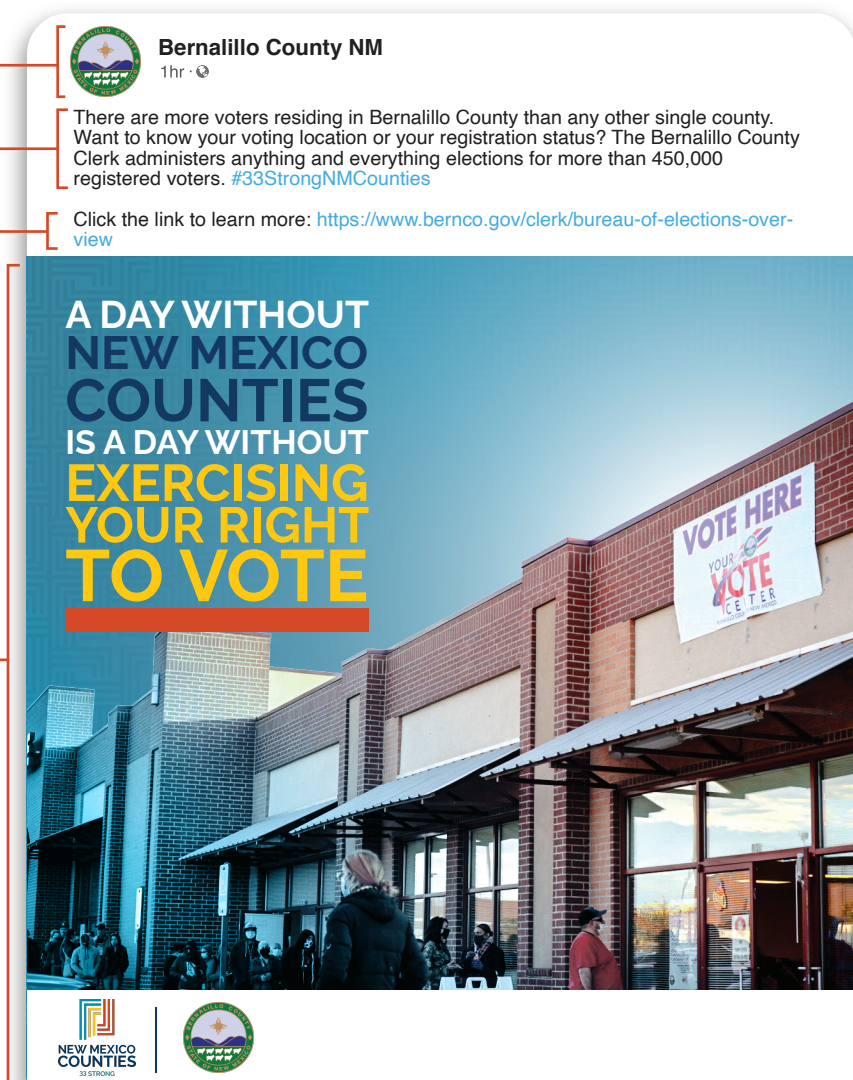
Facebook

County Page

Unique Description

Call to Action

Graphic Asset



POST EXAMPLES



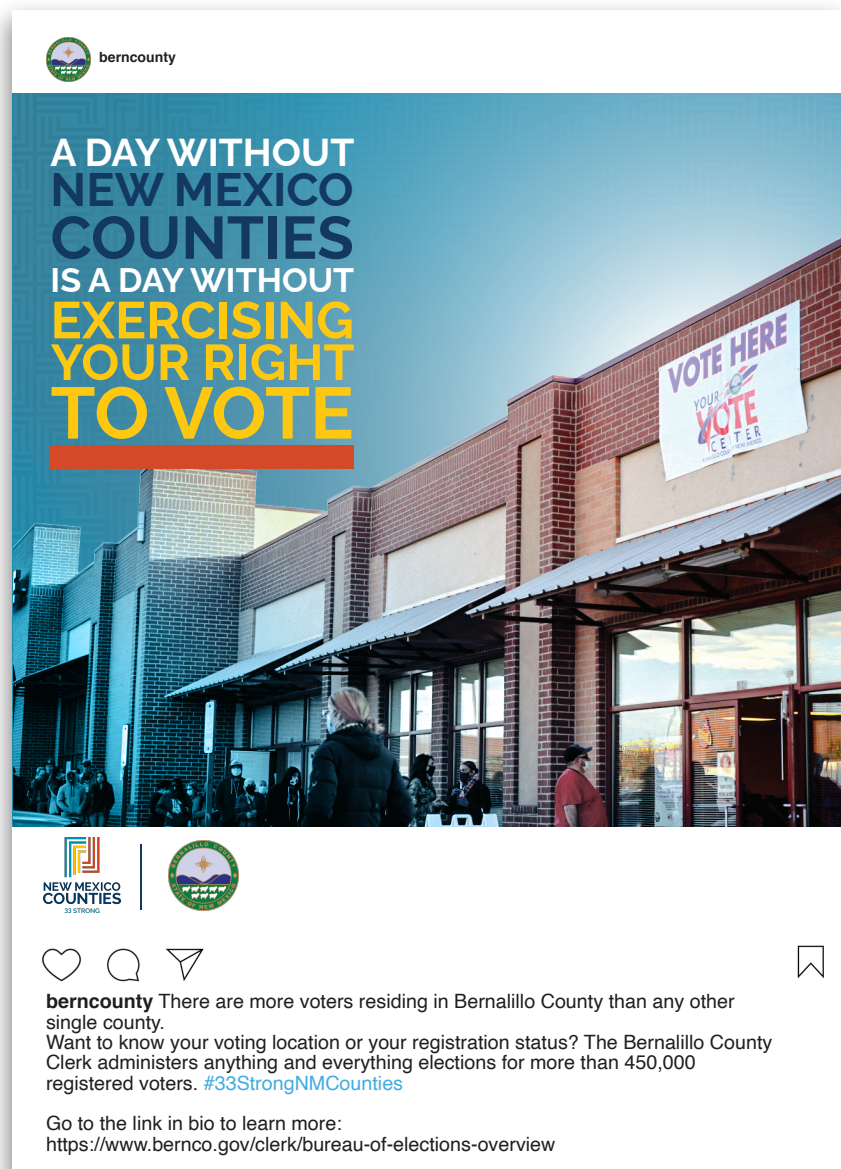
Instagram

County Page

Graphic Asset

Unique Description

Call to Action





COBRANDING

Our social media assets has included space for cobranding. To cobrand the graphic all you need is access to a simple graphics editor, like Canva, and your county logo. Review the graphic below as an example of how to cobrand the assets for your county.



New Mexico Counties
Logo (fixed)

A Single Line Divider
(added)

Your County Logo
(added)



VIDEOS

We have created 6 videos that feature counties and county staff across the state. These videos will be posted by the New Mexico Counties Facebook page and then shared by your county's Facebook page so no need to download and upload! Videos will be released according to the schedule of posts in this document and then shared from your counties Facebook page on the corresponding date.





SCHEDULE OF POSTS

Week 1: Jan 19 – Jan 21

Video 1 – Compilation
Social Media Post 1

Week 2: Jan 24 – Jan 28

Social Media Post 2
Social Media Post 3

Week 3: Jan 31 – Feb 4

Video 2 – Bernalillo
Social Media Post 4

Week 4: Feb 7 – Feb 11

Social Media Post 5
Social Media Post 6

Week 5: Feb 14 – Feb 18

Video 3 – Eddy
Social Media Post 7

Week 6: Feb 21 – Feb 25

Social Media Post 8
Social Media Post 9

Week 7: Feb 28 – Mar 4

Video 4 – San Juan
Social Media Post 10

Week 8: Mar 7 – Mar 11

Social Media Post 11
Social Media Post 12

Week 9: Mar 14 – Mar 18

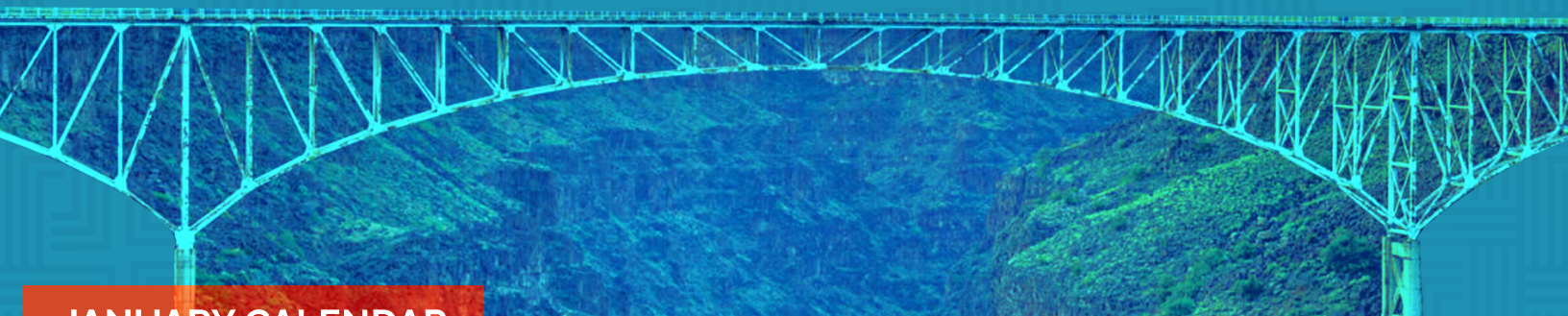
Video 5 – Curry
Social Media Post 13

Week 10: Mar 21 – Mar 25

Social Media Post 14
Social Media Post 15

Week 11: Mar 28 – Apr 1

Video 6 – Union
Social Media Post 16



JANUARY CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19 CAMPAIGN LAUNCH VIDEO 1	20	21 SOCIAL MEDIA POST 1	22
23	24 SOCIAL MEDIA POST 2	25	26	27	28 SOCIAL MEDIA POST 3	29
30	31 VIDEO 2					

*Video posts will be shared from the New Mexico Counties Facebook page

FEBRUARY CALENDAR



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	GROUNDHOG DAY 2	3	4 SOCIAL MEDIA POST 4	5
6	7 SOCIAL MEDIA POST 5	8	9	10	11 SOCIAL MEDIA POST 6	12
13	VALENTINE'S DAY 14 SOCIAL MEDIA POST 7	15	16	17	18 VIDEO 3	19
20	PRESIDENT'S DAY 21 SOCIAL MEDIA POST 8	22	23	24	25 SOCIAL MEDIA POST 9	26
27	28 SOCIAL MEDIA POST 10					

*Video posts will be shared from the New Mexico Counties Facebook page



MARCH CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4 VIDEO 4	5
6	7 SOCIAL MEDIA POST 11	8	9	10	11 SOCIAL MEDIA POST 12	12
13	14 VIDEO 5	15	16	ST. PATRICK'S DAY 17	18 SOCIAL MEDIA POST 13	19
20	21 SOCIAL MEDIA POST 14	22	23	24	25 SOCIAL MEDIA POST 15	26
27	28 VIDEO 6	29	30	31 SOCIAL MEDIA POST 16		

*Video posts will be shared from the New Mexico Counties Facebook page



TIPS & RESOURCES

Tip 1: You Must Use the #33StrongNMCounties in your Post Description

By using the hashtag #33StrongNMCounties, we can collect and monitor each post and engagement activity for everything published for the campaign. Make sure you include it in all of your posts!

Tip 2: Videos are Shared, Not Posted!

Videos for the #33StrongNMCounties campaign will be first posted and boosted from the New Mexico Counties Facebook page. Make sure you share the post from the page in order to increase engagement with the video. You'll receive an email correspondence with an update on when the videos will be published.

Tip 3: Share, Tag, and Collaborate with your Neighboring Counties

Lots of counties have similar services and some share the same resources. Feel free to tag other counties and share content from the campaign onto your counties Facebook page in order to increase engagement.

Canva - Free Online Design Software

Website: <https://www.canva.com/>

Training: <https://designschool.canva.com/tutorials/>

Facebook Publishing Tools

Help Center: <https://www.facebook.com/help/1533298140275888>