



Sustainable Holiday Guide

Social Media Kit

Share green tips for fall using the guide, graphics, and captions provided in this kit!





About IDEM

- ❖ The Indiana Department of Environmental Management (IDEM) employs some of Indiana's most qualified engineers, scientists, and environmental project managers specializing in air, land, pollution prevention, and water quality issues.
- ❖ Our staff members work hard to provide quality environmental oversight and technical assistance in your community and around the state. Whether you're a business owner, consultant, student, farmer, teacher, or parent, IDEM is here to help you make choices that protect human health and the environment.



Get to Know Your Kit

Social media is a highly effective way to reach residents.

We recommend posting one of our posts a week to supplement your current social media plan, but feel free to post more as you see fit!

These photos are free to use, modify and redistribute under a Creative Commons license (Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)).

This kit includes...

- 13 graphics covering the following holidays:
 - Valentine's Day
 - Easter
 - Fourth of July
 - 3-day holiday weekends (Labor Day, Memorial Day)
 - Halloween
 - Thanksgiving
 - Christmas
 - New Years

and a general green gift giving guide!

- This PDF with our favorite social media tips.
- Pre-written post text for each image.

All for free!

Tips for Posting on Social Media

❖ Know your audience

- Pay attention to your demographics and what messages perform best on each platform.

❖ Watch for trends

- If a popular pattern, strategy, or even meme aligns with your messaging, capitalize on it to drive engagement.

❖ Measure and analyze results regularly

- Is your audience liking, commenting, and/or sharing your posts? Are people clicking your links? Adjust as needed!

❖ Be consistent

- Post regularly and use similar handles across platforms so users may find you easily.





Feedback & Engagement

We'd love to see where you go with this and celebrate your success. Tag us!

 **Facebook:** @IndDEM

 **Twitter:** @idemnews

 **Instagram:** @idemnews

 **LinkedIn:** @IndDEM

 **YouTube:** @idemvideo

Visit idem.IN.gov/socialmedia for more tools and tips.