Executive Summary:
- LIKE One Voice Central Texas on Facebook and FOLLOW One Voice Central Texas on Twitter
- If you have Twitter or Facebook, USE the sample messages below and TAG our accounts
- TAG One Voice and your own agency in any postings on social media
- When you see a Tale of Two Austins post or email from One Voice, please SHARE it
- COPY any media inquiries for your team to info@onevoicecentraltx.org to ensure all correct messaging is captured

One Voice Social Media:
Follow our accounts for latest news:
- Facebook- https://www.facebook.com/OneVoiceCentralTexas
- Twitter- https://twitter.com/OneVoiceCtrlTX

Important notes when promoting:
- Facebook:
  - Tag @One Voice Central Texas
  - Use the hashtag #2Austins
  - Post photo when posting to enhance post awareness
- Twitter:
  - Tag @OneVoiceCtrlTX
  - Use the hashtag #2Austins

Sample Tweets:
- TARGET DATE: MONDAY 5/4: 1/5 of children have a mental, emotional, or substance use disorder. Tale of 2 Austins: http://bit.ly/1HNBWoe @OneVoiceCtrlTX #2Austins
- TARGET DATE: MONDAY, 5/25: 1/3 of traffic fatalities in Travis County involve alcohol. Tale of 2 Austins: http://bit.ly/1HNBWoe @OneVoiceCtrlTX #2Austins
- Any relevant, compelling statistic that you have on the two Austins + “were addressing this by…” http://bit.ly/1HNBWoe @OneVoiceCtrlTX #2Austins

Sample Facebook Posts (upload or share photo or image of each statistic):
- TARGET DATE: MONDAY 5/4: 1/5 of children have a mental, emotional, or substance use disorder. Tale of 2 Austins: http://bit.ly/1HNBWoe @One Voice Central Texas #2Austins
- TARGET DATE: MONDAY, 5/25: 1/3 of traffic fatalities in Travis County involve alcohol. Tale of 2 Austins: http://bit.ly/1HNBWoe @One Voice Central Texas #2Austins
- Any relevant, compelling statistic that you have on the two Austins + “were addressing this by…” Tale of 2 Austins: http://bit.ly/1HNBWoe @One Voice Central Texas #2Austins

Instagram Posts:
- Share an image that supports one of our (or your) statistics about the Tale of Two Austins and link to our website http://bit.ly/1HNBWoe with #2Austins