



NCPSTB Social Media Content Creation Quick Reference Guide

Social Media Content Creation Responsibilities

Members are responsible for providing 5-7 social media posts 2-3 times annually on a pre-determined rotating basis. Reminders are sent to Members approximately 14 days prior to the due date.

Options for submitting content are outlined below.

Option 1: Submit Text and Image

The Member drafts text for each post. In addition, the Member selects images to be used to support the posts. The Member forwards the text and images to Ron Kremer at ron.kremer@nsc.org at least 7 days prior to the due date.

A Community Engagement Committee member will create social media tiles using the text and images supplied. Edits may be made to the text for technical accuracy.

Submission Example

Text: Know before you go! If you're headed out and there is a potential for winter weather, make sure you're prepared.

- Stock your vehicle
- Gas up or plug it in
- Plan your route



Learn more at [NHTSA.gov/winter-driving-tips](https://www.nhtsa.gov/winter-driving-tips).

Option 2: Submit Text and Social Media Tile

The Member drafts text and an accompanying social media tile for each post. The Member forwards the text and social media tiles to Ron Kremer at ron.kremer@nsc.org by the due date.

Edits may be made to the text and social media tiles for technical accuracy.

Submission Example

Text: Know before you go! If you're headed out and there is a potential for winter weather, make sure you're prepared.

Learn more at [NHTSA.gov/winter-driving-tips](https://www.nhtsa.gov/winter-driving-tips).



Resources

Additional Guidance

Refer to the Appendix P: Social Media Content Creation Guidelines of the *NCPSB Member Handbook* for additional guidance on social media creation.

cpsboard.org/learn-about-the-board/mission/

Style Guide

Refer to the Appendix O: Communications Style Guide of the *NCPSB Member Handbook* for information on writing styles, typography, logos and Board colors.

cpsboard.org/learn-about-the-board/mission/

Canva

A group Canva account is available to create social media tiles. The NCPSB colors and logo are already populated in the account. When creating tiles in Canva, use the Instagram Post format option.

cpsBoard's Team: canva.com/teams

User: ron.kremer@nsc.org

Password: !cpsBOARDyq

Tutorials are available at canva.com/designschool/tutorials/getting-started/

NCPSB Logo

A .png file of the NCPSB logo is available in the Board Resource Library. It also is uploaded in the Canva images.

cpsboard.org/learn-about-the-board/resource-library/

Password: +BdLibm?

Terminology

For consistency in terminology, refer to the glossary of terms in the *National Child Passenger Safety Technician Certification Training* curriculum.

cpsboard.org/wp-content/uploads/2019/12/Mod-1-Glossary.pdf

Images

NHTSA maintains image galleries for child passenger safety, school bus and teen driving. Visit cpsboard.org/resource-center/#communication-tools for hyperlinks to the image galleries.

Images also are available on [iStock.com](https://www.iStock.com). This will require allowing an extra 1-3 days in building social posts for Ron Kremer to secure the images using the NSC iStock account.

Inspiration

Visit the NCPSB Social Media Library for examples of the highest performing social media posts.

cpsboard.org/resource-center/social-media-library/

Questions?

Contact Ron Kremer at ron.kremer@ncs.org.