

## MUNI ASSOCIATION PARTNER KIT

## Social Media Kit

Three ready-to-post LinkedIn captions — awareness, value, and urgency — with hashtags, tagging suggestions, cadence guidance, and Facebook / Instagram variants.

### WHAT'S IN THIS FOLDER

FILE	DESCRIPTION	USE FOR
<code>Social_Media_Kit.txt</code>	All post captions, hashtags, tagging suggestions, cadence guidance, and FB/IG variants in plain text	Copy-paste directly into LinkedIn, Facebook, or Instagram
<code>Social_Media_Kit.html</code>	Visual preview of all posts in styled card format, with colour swatches and graphic specs	Stakeholder review and approval — do not publish this file
<code>LinkedIn_Feed_1200x627.png</code>	Ready-to-post LinkedIn feed graphic — 1200 × 627 px	Attach when publishing Posts 1, 2, or 3 on LinkedIn
<code>LinkedIn_Square_1080x1080.png</code>	Ready-to-post square graphic — 1080 × 1080 px	Use for Instagram or LinkedIn square format

### QUICK START — 3 STEPS

- 1 Open `Social_Media_Kit.txt`**  
 This is the file you will copy from. It contains all captions clearly labeled by post number and platform. The HTML file is for review only.
- 2 Copy the caption for the post you're publishing today**  
 Each post section includes the full caption, the recommended hashtag block, and tagging suggestions. Copy the entire block (caption + hashtags) into LinkedIn's post composer.
- 3 Attach a graphic and publish**  
 Attach `LinkedIn_Feed_1200x627.png` for a LinkedIn feed post, or `LinkedIn_Square_1080x1080.png` for a square post. Both files are in this folder and ready to use. Text-only posts are also fully functional if you prefer.

### POSTING CADENCE

POST	TYPE	PUBLISH WHEN	PLATFORM
Post 1	AWARENESS	Now — as soon as possible, ideally same week as the announcement email	LinkedIn (+ optional Facebook)

POST	TYPE	PUBLISH WHEN	PLATFORM
Post 2	VALUE	~2 weeks after Post 1 (around April 24, 2026)	LinkedIn (+ optional Instagram)
Post 3	URGENCY	Week of April 24, 2026 — within 7 days of the study closing	LinkedIn

*Optimal posting times on LinkedIn: Tuesday–Thursday, 8–10am or 12–1pm local time. Avoid Mondays and Fridays. Engagement is highest mid-week.*

## TAGGING

Each post includes a tagging suggestion block. Key tags to include:

TAG	NOTES
@TalentMap Canada	Tag on all LinkedIn posts — TalentMap may reshare to amplify reach
@FPEIM	Fédération des professionnels de l'éducation de l'Île-du-Prince-Édouard — include where relevant
Member city accounts	Regional cluster suggestions are in <code>Social_Media_Kit.txt</code> — tag 2–3 local municipalities per post where appropriate

## SOCIAL GRAPHICS — READY TO USE

Two ready-to-post graphics are included in this folder:

- **LinkedIn\_Feed\_1200x627.png** — attach to LinkedIn feed posts (Posts 1, 2, or 3)
- **LinkedIn\_Square\_1080x1080.png** — use for Instagram or LinkedIn square format

When publishing, attach the PNG directly in your platform's post composer alongside the caption from `Social_Media_Kit.txt`. All three post captions and the Facebook/Instagram variants are fully functional as text-only posts if you prefer not to use the graphics.

Questions about post content or hashtags? Contact **Sean Fitzpatrick**, TalentMap — [sfitzpatrick@talentmap.com](mailto:sfitzpatrick@talentmap.com)