

# **QUICK-START REMINDER:**



## What this kit is for:

This toolkit gives you everything you need to share this post on Facebook, Instagram, and Twitter/X. You don't have to write anything yourself or design anything — it's all ready for you.

# **Quick-Start Reminder:**

Just follow these 4 steps:

- Download your images
- 2 Upload the image to your social media
- Copy and paste the caption we provide
- 4 Post and you're done!















# DOWNLOAD YOUR IMAGE

Choose the image made for the social media platform you want to use.



**DOWNLOAD IMAGE FOR FACEBOOK** 

**DOWNLOAD IMAGE FOR INSTAGRAM** 

**DOWNLOAD IMAGE FOR TWITTER/X** 

### Why this matters:

Each platform has slightly different size and format needs. We've prepared the correct version for each one so it looks perfect when you post.

# Select the caption for your platform

### What is a caption?

A caption is the text that goes with your photo when you post on social media. We've written these captions for you — you only need to copy and paste. We will explain how in our step-by-step instructions below.

### Facebook Caption

Let every smile shine merry and bright this season!

Around age 7, adult teeth begin to come in and jaws are still developing, making it the perfect time for an orthodontic exam. Early check-ups can catch small issues before they grow, helping smiles stay healthy, confident, and full of cheer all year long.

Schedule a consultation today and start your child's journey toward a merry, bright smile!

#HolidaySmiles #DesignerTiesBraces #FestiveSmiles #HealthySmilesHappyKids

### **Instagram Caption**

Let every smile shine merry and bright this season!

Around age 7, adult teeth start to come in and jaws are still developing, making it the perfect time for an orthodontic exam. Early check-ups help catch small issues before they grow, keeping smiles healthy, confident, and full of cheer all year long. \*

Tap the link in our bio to schedule a consultation and help little smiles shine merry and bright! 👫

#HolidaySmiles #DesignerTiesBraces #FestiveSmiles #HealthySmilesHappyKids

### X (Twitter) Caption

Let your child's smile shine merry and bright this season! \* Around age 7, adult teeth start coming in and jaws are still growing — the perfect time for an orthodontic exam.  $\overline{\ }$  Book a consultation today  $\checkmark$  [Insert Link Here]

#HolidaySmiles #DesignerTiesBraces

# Step-by-Step on How to Share Your Winter Holiday Posts

See the simple instructions below for each platform. Just follow the steps for Facebook, Instagram, or Twitter/X to copy your caption, upload your image, and publish your post — no marketing experience required.

### **Facebook**

### 1. Open Your Page

- Open the Facebook app.
- Tap the menu icon (three lines).
- Select your business page.

### 2. Make a Post

- Tap "Create Post."
- Copy and paste the caption we provided above.
- Upload the photo we provided.
- Replace [Insert Link Here] with your practice's booking or appointment link.

### 3. Publish

• Tap "Post" (or "Share Now") to publish to your page.

# Instagram

### 1. Open Instagram

- Tap the "+" button (bottom middle or top right, depending on your app version).
- Select "Post."

#### 2. Add the Photo

- Upload the photo we provided.
- Tap "Next."

### 3. Write the Caption

• Copy and paste the caption we provided above.

### 4. Publish

• Tap "Share" to post it on your page.

### **Important:**

Instagram only allows clickable links in your bio (your profile page).

- Make sure your booking/appointment link is in your bio before you post.
- If it's not there, go to your profile, tap "Edit Profile", and paste your booking link in the Website field.
- In your post caption, you can write: "

  Book now, link in bio!" so patients know where to click.

## Twitter/X

### 1. Open Twitter/X

- Tap the "+" **button** (bottom middle).
- Select "Post."

### 2. Write the Post

- Copy and paste the caption we provided above.
- Upload the photo we provided.

### 3. Add the Booking Link

• Replace [Insert Link Here] with your practice's booking or appointment link.

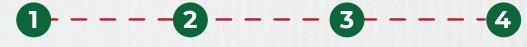
### 4. Publish

• Tap "Post" to share it.

# HAPPY POSTING AND WARM HOLIDAY WISHES!

You're all set to share your Winter Holiday campaign.

#### Remember:



Download Upload Paste Post!