The Vagina Privacy Network Social Media Toolkit

# Recommended Content Guidelines Overview-Partners & Organizations

- **Hashtag(s):** Recommend using the program specific hashtag (#VaginaPrivacyNetwork) and top relevant hashtag (#ReproductiveRights) for all social content promoting initiative, + 1-5 additional relevant hashtags to drive additional organic awareness.

- **Tag(s):** MSI Reproductive Choices

- **Creative:** Please use the photos/videos provided in the asset library when posting about VPN for campaign cohesion.

- **Copy:** Suggested copy options and guidelines are provided on following slides. You may edit the copy to feel authentic to your brand/organizations' tone of voice.

Instagram

Recommended Copy Options:

- Your body is YOUR business. But seeking abortion information online could expose you to risks. Click the link in bio to access @msichoices' Vagina Privacy Network and learn how to protect your privacy. Then, share this post to spread awareness. #VaginaPrivacyNetwork #ReproductiveRights

- Private parts deserve private networks. Check out the link in bio to learn how you can use protection when seeking abortion information. Then, share this post with your followers to spread the word. @msichoices #VaginaPrivacyNetwork #ReproductiveRights

- Digital privacy for her, him, and them. Download the Vagina Privacy Network toolkit at our link in bio to learn how to protect yourself when searching for abortion information online. @msichoices #VaginaPrivacyNetwork #ReproductiveRights

- ***FOR VIDEO OR SWIPE/CAROUSEL POSTS:***
  VPNs are meant to protect your digital privacy. But new infringements on reproductive rights require a new kind of 'VPN': The Vagina Privacy Network. Learn how to protect your privacy when searching for abortion information and dive deeper at the link in bio. @msichoices #VaginaPrivacyNetwork #ReproductiveRights
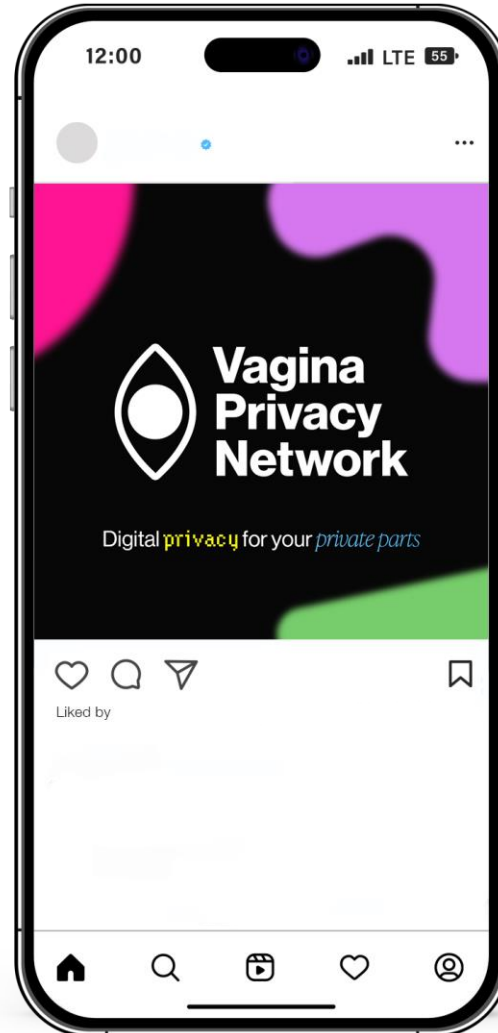
3

POST MOCKUP:

POSTING GUIDELINES

Hashtags + Tags:
- **Hashtag(s):** #VaginaPrivacyNetwork + #ReproductiveRights
- **Tag(s):** @msichoices

Copy:
- Please leverage copy options provided. You may edit as desired but please retain overall message. While providing a 'link in bio' is preferred, if you choose not to, please include the URL in the post copy: VaginaPrivacyNetwork.org

ASSETS

- IN-FEED ASSETS
- STORY ASSETS

BEST PRACTICES

Quick Tips & Optimization(s):
- Link in bio + Story link stickers to drive traffic
- Intentional hashtags to boost organic reach
- Re-share post to Stories

Threads

Recommended Copy Options:

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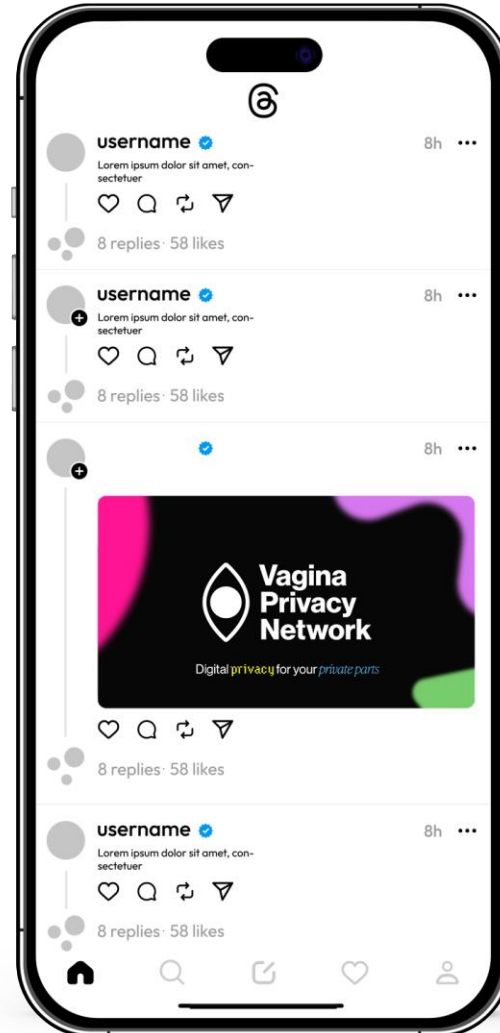
4

POST MOCKUP:

POSTING GUIDELINES

Hashtags + Tags:
- **Hashtag(s):** #VaginaPrivacyNetwork + #ReproductiveRights
- **Tag(s):** N/A

Copy:
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ASSETS

- THREADS ASSETS

BEST PRACTICES

Quick Tips & Optimization(s):
- Utilize links within captions to drive clicks
- Intentional hashtags to boost organic reach
- Repost button (reposts w/in Threads)
- Reshare button (reshares to IG Story/Feed)

Facebook

Recommended Copy Options:

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POST MOCKUP:

POST GUIDELINES

Hashtags + Tags:
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ASSETS

- <u>IN-FEED ASSETS</u>
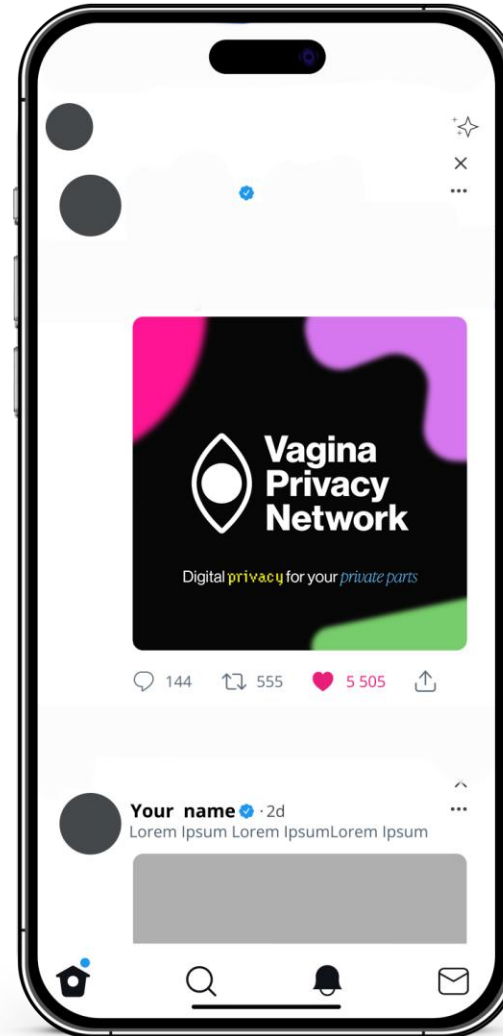- <u>STORY ASSETS</u>

BEST PRACTICES

Quick Tips & Optimization(s):
- Utilize website CTA buttons to drive clicks
- Re-share post to own page/profile w/Share button and can include caption

X

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POST MOCKUP:

Vagina Privacy Network

Digital **privacy** for your *private parts*

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Your name ·2d
Lorem Ipsum Lorem IpsumLorem Ipsum

POST GUIDELINES

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ASSETS
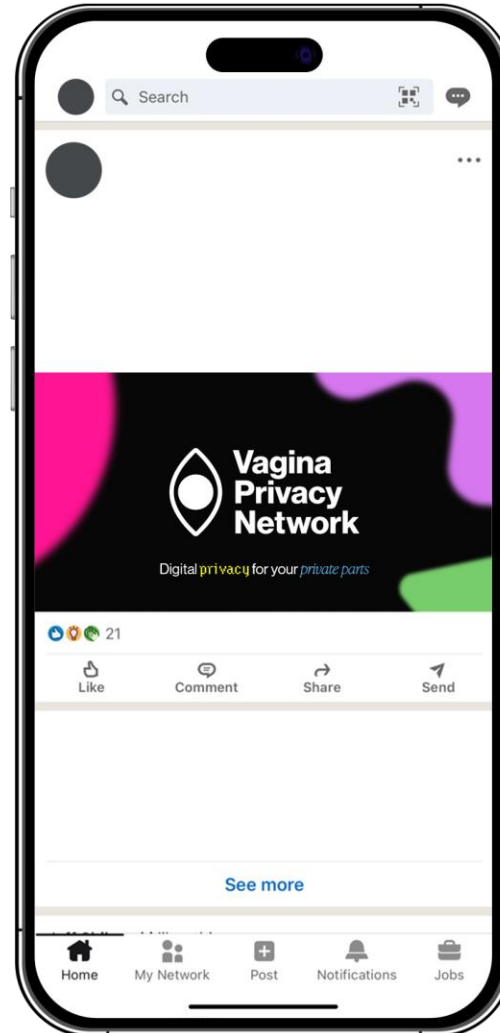
- X ASSETS

BEST PRACTICES

Quick Tips & Optimization(s):
- Image or video Web/Twitter cards to drive traffic
- Intentional hashtags to boost organic reach (1-2)

LinkedIn

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- Your body is YOUR business. But seeking abortion information online could expose you to risks. Check out @msi-reproductive-choices toolkit on how to protect your privacy. Then, share this post to spread awareness. VaginaPrivacyNetwork.org #VaginaPrivacyNetwork #ReproductiveRights

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ASSETS

- LINKEDIN ASSETS

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TikTok

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POST MOCKUP:

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Appendix

Platform Controls & Safety Resources

INSTAGRAM

- Turning off comments
- Hidden Words Setting
- Restricting on Instagram
- Blocking hashtags
- Block someone from commenting
- Reporting comments

THREADS

- Custom Words and Phrases
- Mentions
- Blocking accounts
- General privacy setings for profile and account
- Hiding replies

FACEBOOK

- Blocking words, turning on the profanity filter, blocking users, and blocking tagging
- Comment moderation

Platform Controls & Safety Resources

X

X

- Keyword blocking.
- User blocking
- Advanced muting options

LINKEDIN

- Comment disabling
- How LinkedIn deals with abusive content
- Controlling who can see your account
- Controlling hashtag limiting

TIKTOK

- Keyword blocking/filtering
- Turning on content filters
- Comment privacy settings
- Who can comment
- Direct message control