Creating Your Social-Media Post

Sharing news of your successfully completed grant work helps publicize your project & lets people know more about what you do. It also helps the MSNHA explain our grants program to a wide audience & fulfill our mission to tell northwest Alabama’s stories.

All you need to do is write a short summary or description of your project, pick out some good photos & email everything to msnha@una.edu. It’s quick & easy, we promise.

Here are guidelines for creating your MSNHA grants social-media post:

* Text should be around 150-200 words. Write about whatever you want people to know. Summarize the progression of your work, highlight the result, discuss your project’s impact on your community/audience, talk about your personal or group experience in tackling this project, etc. And encourage visitors to come see for themselves.
* Choose photos that showcase your completed project. “Before” pics, if appropriate, help demonstrate what your project entailed. Images with actively engaged people are also good. Identify those pictured with first & last names and titles such as “director” or “volunteer.” Indicate who’s who (for example, “From left, Mary Smith, Bob Jones …” etc.). Photos should be at least 600 x 315 pixels – best quality is 1,200 x 650.

That’s it! We’ll do the rest. Simply put your text in the body of an email or attach it as a Word document (remember to include photo info) and attach each image you’d like us to use. Send it to msnha@una.edu – you’ve helped spread the word and, at the same time, satisfied one of your grants-contract requirements. Questions? Email us or call us at 256.765.5028.