



# Social Media Toolkit Instructions

## The Jersey Cares Coat Drive 2024-2025

### The Jersey Cares Coat Drive 2024-2025 Overview

The Jersey Cares Coat Drive is back! With the help of volunteers across the state, we are bringing warmth and comfort to thousands of New Jersey neighbors by collecting new or gently used winter coats. For many families, especially large, low-income households already struggling to meet basic needs, the cost of a winter coat can be overwhelming. By providing access to winter coats, the Coat Drive helps keep people healthy and safe during the harsh winter months.

You can make a difference! Use the **Jersey Cares Coat Drive 2024-2025 Social Media Toolkit** to recruit coat collection sites, gather donations, or fundraise through your personal social media accounts. Together, we can ensure that thousands of our neighbors stay warm this winter. To learn more about the Jersey Cares Coat Drive, [click here](#).

### Posting Timeline

All Coat Drive related posts must be posted between **November 6, 2024 and January 12, 2025**.

### Instructions

1. Download the images found in the **Jersey Cares Coat Drive Social Media Images** folder to your smartphone or PC.
2. Review the **Jersey Cares Coat Drive Captions** listed below.
3. Select one or more social media platform for your post – options include Facebook, Instagram (Post or Story), LinkedIn, and X (Twitter).
4. Follow the **Posting Instructions** listed below to post on your personal social media platform(s) of choice during the **Posting Timeline**.

## Jersey Cares Coat Drive Captions

### X (Twitter) Caption:

Help bring warmth to families in need this winter! ❄️❤️ Join the @JerseyCares Coat Drive by donating new or gently used coats. A coat can make all the difference in staying safe and healthy

during the winter. Let's make sure no one is left out in the cold! #CoatDrive #Volunteer  
[https://www.jerseycares.org/the\\_jersey\\_cares\\_coat\\_drive](https://www.jerseycares.org/the_jersey_cares_coat_drive)

## Instagram Caption:

Help bring warmth to families in need this winter! ❄️❤️ Join the @JerseyCares Coat Drive by donating new or gently used coats. A coat can make all the difference in staying safe and healthy during the winter. Let's make sure no one is left out in the cold! #CoatDrive #Volunteer  
[https://www.jerseycares.org/the\\_jersey\\_cares\\_coat\\_drive](https://www.jerseycares.org/the_jersey_cares_coat_drive)

## Facebook Caption:

Help bring warmth to families in need this winter! ❄️❤️ Join the @JerseyCares Coat Drive by donating new or gently used coats. A coat can make all the difference in staying safe and healthy during the winter. Let's make sure no one is left out in the cold! #CoatDrive #Volunteer  
[https://www.jerseycares.org/the\\_jersey\\_cares\\_coat\\_drive](https://www.jerseycares.org/the_jersey_cares_coat_drive)

## LinkedIn Caption:

Help bring warmth to families in need this winter! ❄️❤️ Join the @JerseyCares Coat Drive by donating new or gently used coats. A coat can make all the difference in staying safe and healthy during the winter. Let's make sure no one is left out in the cold! #CoatDrive #Volunteer  
[https://www.jerseycares.org/the\\_jersey\\_cares\\_coat\\_drive](https://www.jerseycares.org/the_jersey_cares_coat_drive)

## Posting Instructions

### X (Twitter) Post:

1. In the **Jersey Cares Coat Drive Social Media Images** folder of your social media toolkit, download the image titled **Coat Drive (Twitter Post).jpg**. Save this image to your smartphone or PC.
2. Log into your X account on your smartphone or PC.
3. At the top of your home page, type the provided **X (Twitter) Caption** listed above in **Jersey Cares Coat Drive Captions** into the compose box (aka the "What's Happening?!" box). Be sure to tag @JerseyCares in the text. Ensure the link to the Jersey Cares Coat Drive Drive webpage link is clickable. Proofread your text before moving onto the next step.
4. Click the "media" icon underneath the text to add an image. Select the **Coat Drive (Twitter Post).jpg** image.
5. Click "Post".

### Instagram Post:

1. In the **Jersey Cares Coat Drive Social Media Images** folder of your social media toolkit, download the image titled **Coat Drive (Instagram Post).jpg**. Save this image to your smartphone or PC.
  - *Note: Ensure you are selecting the image for an **Instagram Post** and not an Instagram Story.*
2. Log into your Instagram account on your smartphone or PC.
3. Click the create [+] icon to create a new post.
4. If using a smartphone, choose the **Coat Drive (Twitter Post).jpg** image from your library of images on the bottom of the screen.
  - If using a PC, click “Select from Computer” and choose the **Coat Drive (Twitter Post).jpg** image.
5. Ensure the image is properly aligned on your screen. Then, click “Next”.
6. If desired, you may add filters, music, or other effects. Once finished, click “Next” to move onto the next screen.
7. Type the provided **Instagram Caption** listed above in **Jersey Cares Coat Drive Captions** into the space provided for the caption. Be sure to tag @JerseyCares in your caption. Proofread your caption before posting.
8. Click “Share.”

## Instagram Story:

1. In the **Jersey Cares Coat Drive Social Media Images** folder of your social media toolkit, download the image titled **Coat Drive (Instagram Story).jpg**. Save this image to your smartphone.
  - *Note: Ensure you are selecting the image for an **Instagram Story** and not an Instagram Post.*
2. Log into your Instagram your smartphone.
3. Click the create [+] icon.
4. At the bottom of the next screen, scroll right and select **Story**.
5. **Swipe up** anywhere on the screen. Select the **Coat Drive (Instagram Story).jpg** image from your library.
6. Tap the folded smiley face icon at the top of the screen. Find and click the “Link” button. Add [https://www.jerseycares.org/the\\_jersey\\_cares\\_coat\\_drive](https://www.jerseycares.org/the_jersey_cares_coat_drive) as the URL link and click “done.”
7. Click and drag the new link icon over the images. You may place the link icon over the text that reads **jerseycares.org/the\_jersey\_cares\_coat\_drive**.
8. When you are ready to post on your Instagram Story, click the “Your Story” button at the bottom of the screen.

## Facebook Post:

1. In the **Jersey Cares Coat Drive Social Media Images** folder of your social media toolkit, download the image titled **Coat Drive (Facebook Post).jpg**. Save this image to your smartphone or PC.
2. Log into your Facebook account on your smartphone or PC.
3. In the top section of your home screen, click “What's on your mind, [Name]?” to start a post.
4. Type the provided **Facebook Caption** listed above in **Jersey Cares Coat Drive Captions** into the space provided for text. Be sure to tag @JerseyCares in the caption. Ensure the link to the Jersey Cares Coat Drive webpage link is clickable. Proofread the caption before posting.

5. Click the photos icon in the “Add to your post” section to add an image. Then, click “Add Photos/Videos” and select the **Coat Drive (Facebook Post).jpg** image. Click “Next” to move onto the next step.
6. If necessary, select the audience that you’d like to share your post with. Jersey Cares recommends sharing this as a public post.
7. Click “Post”.

## LinkedIn Post:

1. In the **Jersey Cares Coat Drive Social Media Images** folder of your social media toolkit, download the image titled **Coat Drive (LinkedIn Post).jpg**. Save this image to your smartphone or PC.
2. Log into your LinkedIn account on your smartphone or PC.
3. At the top of your home page, click “Start a post.”
4. On the next screen, click the “add media” icon . Upload the **Coat Drive (LinkedIn Post).jpg** image to your post and click “Next”.
5. Type the provided **LinkedIn Caption** listed above in **Jersey Cares Coat Drive Captions** into the space provided for text. Be sure to tag @JerseyCares in the text. Ensure the link to the Jersey Cares Coat Drive webpage link is clickable. Proofread the text before posting.
6. Click “Post”.