



# ConcePTION social media toolbox for Twitter, Facebook, Instagram & LinkedIn

**With tactics to reach women**

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Authors: Anna Holm & Josepine Fernow, Uppsala University  
Other contributors: Marika Ljungberg, Uppsala University

# This is a general toolbox

To help you **design and plan successful communication campaigns on social media.**

The toolbox includes:

- General tactics to reach women that can serve as a guide for developing tactics to reach health care professionals, or other audiences.
- ConcePTION approved messaging and how to integrate it (when used by others, this can of course be tailored to your own messaging)
- How to craft a message with a call to action
- Information about using images, video, cropping and how links work on Twitter, Instagram, Facebook & LinkedIn
- Ready-to-use design templates that you can adapt to your local country/language in portrait (page 21) and landscape formats (page 30). The templates are also available as editable .pptx files for download:
  - Anna Holm, & Josepine Fernow. (2022). ConcePTION social media template, portrait format. Zenodo. <https://doi.org/10.5281/zenodo.7464338>
  - Anna Holm, & Josepine Fernow. (2022). ConcePTION social media template, landscape format. Zenodo. <https://doi.org/10.5281/zenodo.7464278>

# Using this toolbox

- Note that ConcePTION has no presence on Instagram or Facebook. This means you can't tag us on there
  - On Twitter we are [@IMIConcePTION](https://twitter.com/IMIConcePTION)
  - On LinkedIn we are [www.linkedin.com/company/imi-conception/](https://www.linkedin.com/company/imi-conception/)
- Graphics can have different formats. This toolbox provides a graphic template in portrait format (1080x1350 pixels, translated to centimeters that is 28,575 by 35,71875 which is the size of these slides). You will find more formats on the following slides. The template is the reason why this was created in PowerPoint.
- Always accompanied by a link to information and a call for action in the post
  - On Facebook, Twitter & LinkedIn you can share the link in your post, and they often provide a preview social media "card" (but you should test before you post to see what it looks like)
  - On Instagram links don't work, but you can type the link out so people can copy & paste

# Engaging with women or health care professionals requires being where they are

On Instagram this means

- Using hashtags like #breastfeeding #pregnancy #nursing #motherhood (check what is trending in your language) on Instagram. You might also want to tag accounts with many followers (identify based on your purpose).

On Facebook this means

- Posting in Facebook groups for professionals, pregnant and/or breastfeeding women. As groups are often closed, hashtags are not as useful.

On Twitter this means

- Using hashtags like #breastfeeding #pregnancy #nursing #motherhood (check what is trending in your language). You might also want to tag accounts with many followers (identify based on your purpose).

On LinkedIn this means

- Using hashtags and tagging accounts and individuals, targeting people in their professional roles (not as pregnant or breastfeeding).

And always using a clear and recognisable message

- This slide deck has graphics you can use as they are, or adapt to fit the purpose of your campaign.

# Tools & tactics to reach women

- We try to reach women from all parts of the population, so:
- We use plain language + inclusive images
- We translate messages to national & minority languages
- We select images that represent all kinds of women and use images of several women in the same campaign
- We have templates for graphics that are easy to adapt (in this toolkit)
- We suggest developing video to support your campaign
- And print leaflets (for distribution in spaces where they will be, e.g. at the midwife's office)
- We also recommend engaging with patient organisations – they have a wide reach!

# Agreed on messaging

- Never skip this step and ensure you have agreement
- Needed to be coordinated across a campaign, we use the same messages at the core of all communications. This toolbox is using ConcePTION messaging as examples.
- Explaining the ConcePTION project across stakeholder audiences
  - *Pregnant and breastfeeding women should be provided with up to date high quality safety information about the medications they use, built on strong science.*
- Talking to & engaging women (specifically)
  - *Pregnant, breastfeeding or want to? - Please help us to generate good information on the safety of the medicines you use.*
- Messages then need to be adapted to the context: using language that fits the channel and the audience.

# Spot the difference...

Agreed on message is a bit too long, and formal, for social media

pregnant, nursing or  
want children?

Please help us to generate  
good information on the  
safety of medicines you use



Woman is passively using



This is the same message, in  
different words, adapted for  
the tone in social media

pregnant, nursing or  
want children?

Help us generate good  
information about the  
safety of your medicines



Woman is active: they are HERs



# Adaptable blueprint, but follow the rules!

- The agreed on messages is what we want to convey, but not always the exact words we use.
- We adapt for a specific purpose, and add calls for action.
- Aim to be practical, but don't change what is agreed.
- If you want to adapt the overall messaging (i.e. wording in the graphics you find in this toolkit) you need to have it cleared first.
- The call for action should be in line with the channel (your private Instagram or Facebook: your words, a patient organisation: their words, your channels: official messages only).



# What you need to do

- Use the graphics here as a starting point – the deck uses a standard portrait size that works for most social media (but we are listing other sizes and formats later on in this toolbox).
- Translate text to languages from your country (& keep it plain!).
- Find images that are inclusive and representative of your population (e.g. on Pixabay, Pexels or Unsplash for a selection of royalty free images).
- Crop them to the right width (you can do that in PowerPoint).
- Don't be creative: templates are made for a reason – make one that fits the campaign you are developing.
- Save slide as image (jpg or png).
- Use in your social media (or newsletters) together with a call to action.
- & add appropriate hashtags (do your research first and make sure they are used by others).

# Different media, different rules...

- Sad fact: You can't use images of breastfeeding babies on Instagram or Facebook!!! But you can on Twitter – but images of breasts might not get your message across the right way
- Think about the messages you are sending with your graphics – people come in all shapes, sizes and colours, but be careful not to use them as tokens, or objectify
- Images of bodies that don't fit the norm get reported more often. This means that unfortunately visual representation might be a risk to your campaign.

# Twitter

- Biggest challenge 280 characters (limit)
- The best image format for Twitter is landscape, 1200x675 px (translated to centimeters that is 31,75 by 17,86).
  - Twitter allows other formats, but be careful with the crop! Your image might preview as landscape.
  - Maximum file size 5MB (or 15MB if posting via Twitter website).
  - You can share up to four images in one post. But we don't recommend trying this with campaign graphics.
  - Twitter crops to 16:9 for one image (other ratios are used if you are posting several photos). Examples for 16:9 resolutions: 1024×576, 1152×648, 1280×720, 1600×900, 1920×1080, 2560×1440, 3840×2160.
  - This means you should ensure that the main image content is centered so that it doesn't get chopped off.
- Video drives engagement, and when you upload video in your post (as opposed to linking), it plays automatically. Maximum length for this is 2 minutes and 20 seconds (maximum file size 512MB).
- Links sometimes render social media cards (preview), but never assume your website does: try it first!
  - Twitter will shorten your URL to 23 characters, so no need for bit.ly or similar tools.

# Example from Twitter



**Josepine Fernow**  
@FernowJosepine

Excited to read about the @IMIConcePTION project on Baking Babies. If you know how to read Swedish, I really recommend @JDrevin's post 🇸🇪 [bakingbabies.se/2019/12/17/gra...](https://bakingbabies.se/2019/12/17/gra...)



4:13 PM · Dec 18, 2019 · Twitter Web App

7 Retweets 4 Likes



Call to action

Key message

# Facebook

- Is more of a private social network – you need to post in groups or pay for ads to reach.
- Images have an upper limit of 2048px for height or width, displayed in-stream at 492px maximum. Best quality sizes:
  - Square: 2048x2048 px (in-stream display max 492x492px)
  - Portrait: 2048x3072 px (in-stream display max 492x738px)
  - Landscape: 2048 x 1149 pixels (in-stream display will be a maximum of 492x276px)
  - Event cover photo: Aspect ratio 1.91:1. Min 500x262 px.
  - Group cover photo: 1640x922 px. Aspect ratio 1.78:1
- Video shared on Facebook (as opposed to linking): Best length, less than 1 minute (max 240 minutes).
- Links can be shared in text – some preview as a card, but check this before you post!

# Example from Facebook



**Anna Kristina Holm**  
1 tim · 🔒

Kvinnor som är gravida eller ammar behöver information om läkemedel de tar. Vill du bidra till att de får bättre information i framtiden? Hjälp gärna till genom att fylla i den här enkäten från IMI-projektet ConCEPTION.  
<https://www.surveymonkey.com/r/HYYQFGX...>



**Gravid, ammar eller vill ha barn?**

Hjälp oss skapa bra information om hur säkra dina läkemedel är

 **conCEPTION**

Gilla Kommentera

Kommentera...

**Call to action**

**Key message**

# Instagram

- Instagram requires good graphics!
- Main limitation for calling to action: Linking is hard.
- Images: Optimal size 1080 px wide, 566-1350 px height.
  - Square photo or video 1:1            1080 x 1080 px
  - Landscape photo/video            1.91:1        1080 x 566 px
  - Portrait photo or video 4:5        1080 x 1350 px
- Video can be shared either as story or post
  - Story: Up to 15 seconds. 60 second limit for each upload, which is then divided into four parts.
  - Feed Video (traditional video post): 3 seconds – 1 minute. Trim videos that are longer!
  - Instagram Video: 3 seconds – 10 minutes (or up to 1 hour for larger accounts, check with collaborators what their accounts allow). When users scroll, they can watch a 60 second preview, then they need to click.
  - Reels: 15-60 seconds
  - Instagram Live Video: Up to 4 hours
- Links: There is no simple way to link from a post. There are 4 alternatives for posting links on Instagram:
  - Simplest is adding the link in the Website field when editing your profile. Then in your post text write "Link in bio".
  - Paste the link in the text of your post. It won't be clickable, but people can copy and paste it. Tip: shorten your link with Bitly!
  - If you have Instagram business, you can pay for a sponsored post with linked call-to-action at the bottom of the post.
  - You can put a link in your image caption, but may have to pay for it.
  - If you're making a Story you can add a Link sticker.

# Example from Instagram



Key message

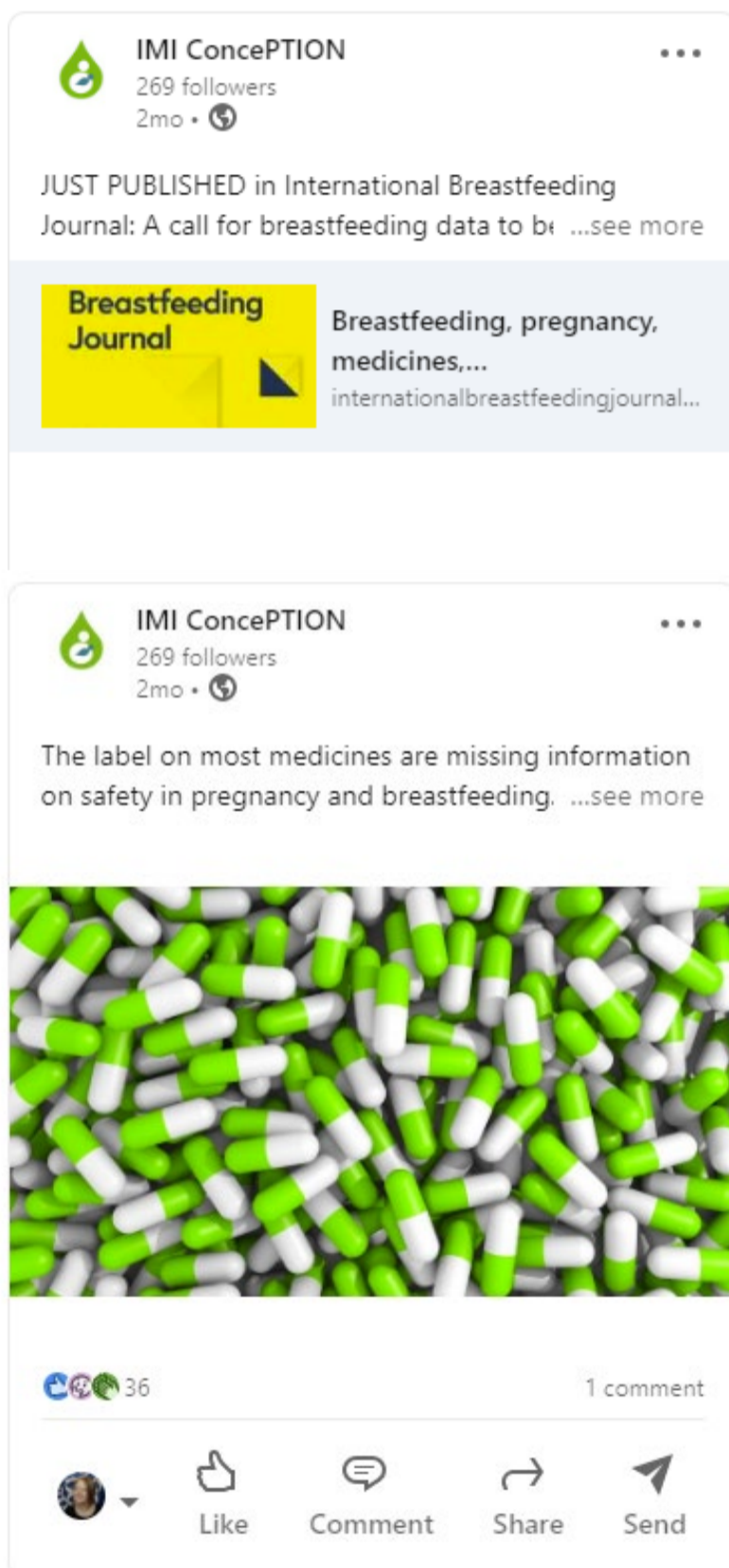
Call to action



# LinkedIn

- LinkedIn is mainly a professional network. What works on Facebook or Instagram might not work here.
- Main challenge: Post preview requires main message to come first as LinkedIn previews the first part of your post text – often hiding the call to action.
- Character limit for post text: 3000
- Image: 1080 x 1080 (square), 1920 x 1080 (portrait), or 1200 by 628 pixels (ratio 1.91:1)
  - Article featured image: 1200 x 720
  - Article banner image: 600 x 360
- Video can be shared in your post (as opposed to linking).
  - Dimensions: 256x144 px (min) to 4096x2304 px (max)
  - Video file size: 75KB to 200MB
  - Maximum video length: 10 minutes
- Links can be shared in text – some preview as a card, but check this before you post!

# Example from LinkedIn



Call to action

Key message

# Social media graphic templates

- This section of the toolbox includes a template for a standard size portrait graphic that works on Twitter, Instagram & Facebook
- But have a look at other available formats (different for different social media) before you decide – you might want to use several!
- Edit then save image as jpg or png before sharing on social media
- The templates are available in editable versions (ppt) on Zenodo.
  - Anna Holm, & Josepine Fernow. (2022). ConcePTION social media template, portrait format. Zenodo. <https://doi.org/10.5281/zenodo.7464338>
  - Anna Holm, & Josepine Fernow. (2022). ConcePTION social media template, landscape format. Zenodo. <https://doi.org/10.5281/zenodo.7464278>




# ConcePTION social media graphics template: portrait format

Version 1.0 – 2022-10-10

2048x3072 px (Instagram, Facebook)

Authors: Anna Holm &  
Josepine Fernow, Uppsala University

Cite this template as: Anna Holm, & Josepine Fernow. (2022).  
ConcePTION social media template, portrait format. Zenodo.  
<https://doi.org/10.5281/zenodo.7464338>



# Pregnant, nursing or want children?

Help us generate good  
information about the safety of  
your medicines

This is space for an image of pregnant woman: height 32 cm & width 28,58 cm

Make sure headline area does not cover face

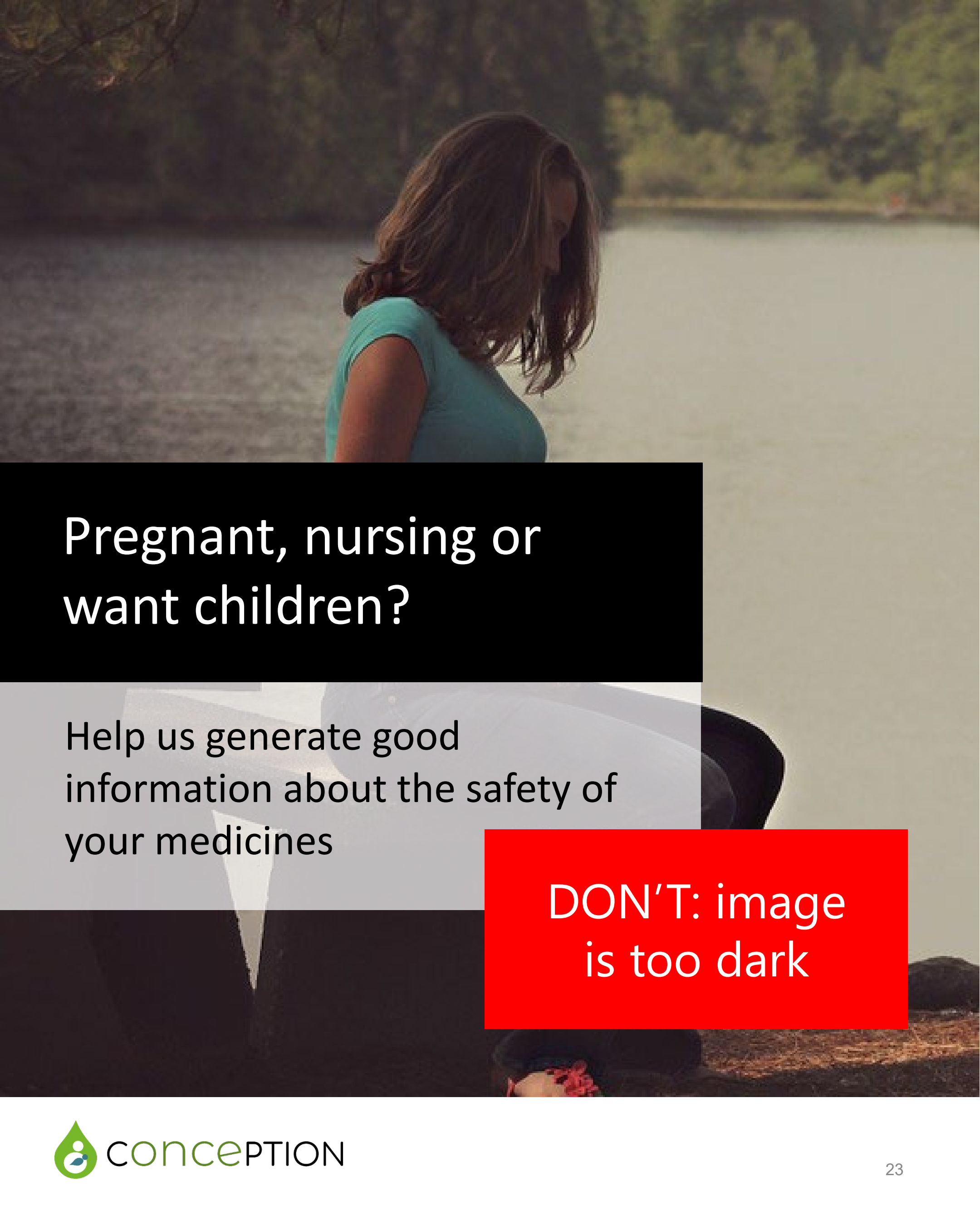
Pick women who represent your population, that are in the public domain: pixabay, pexels or unsplash = ok!

Insert image, go to "format", & then crop to fit!

For the graphic to work when "Saved as image" you need a white (not blank) Don't remove it the white box at the bottom of the graphic.

**Montserrat 48, 2 lines,  
white on black**

**This is Open Sans 36, three lines  
(4 if you must), black on white.**

A woman with long brown hair, wearing a teal sleeveless top, is shown in profile from the chest up, looking down. She is standing outdoors near a body of water, with trees and a boat visible in the background. The scene is dimly lit, suggesting dusk or dawn.

# Pregnant, nursing or want children?

Help us generate good  
information about the safety of  
your medicines

**DON'T: image  
is too dark**



# Pregnant, nursing or want children?

Help us generate good  
information about the safety of  
your medicine

**DON'T: images should have  
the correct width**





DON'T: be too formal

Pregnant, nursing or  
want children?

Please help us to generate  
good information on the safety  
of medicines you use


Although this is the agreed on message for women,  
it is too lengthy, quite formal, and doesn't really fit in  
an informal channel



DO: Use template & keep  
it conversational


Pregnant, nursing or  
want children?

Help us generate good  
information about the safety of  
your medicines



# Pregnant, nursing or want children?

Help us generate good  
information about the safety of  
your medicines



# Pregnant, nursing or want children?

Help us generate good  
information about the safety of  
your medicines



# Gravid, ammar eller vill ha barn?

Hjälp oss skapa bra information om hur säkra dina läkemedel är



# ConcePTION Social Media graphics template: **landscape format**

Authors: Anna Holm & Josepine Fernow, Uppsala University

1200x675 px  
(standard Twitter format)  
Version 1.0 – 2022-10-10

The ConcePTION project has received funding from the [Innovative Medicines Initiative 2](#) Joint Undertaking under grant agreement No 821520. This Joint Undertaking receives support from the European Union's [Horizon 2020](#) research and innovation programme and [EFPIA](#). This toolbox and its contents reflects the authors' view and not the view of IMI, the European Union or EFPIA.

Cite this template as: Anna Holm, & Josepine Fernow. (2022). ConcePTION social media template, landscape format. Zenodo. <https://doi.org/10.5281/zenodo.7464278>



- This template uses a standard size landscape graphic that works on most social media (Twitter, Instagram & Facebook)
- But have a look at other available formats (different for different social media) before you decide – you might want to use several!
- Edit then save image as jpg or png before sharing on social media

# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines





This is Montserrat 42, 2  
lines, white on black

This is Open Sans 28, three  
lines (4 if you must), black on  
white: Do not move the logo!



This is space for an image of  
pregnant or nursing woman:  
height 17,86 width 16,00

Make sure headline area  
does not cover her face

Pick women who represent  
your population, that are in  
the public domain: Pixabay,  
Unsplash or Pexels = ok!

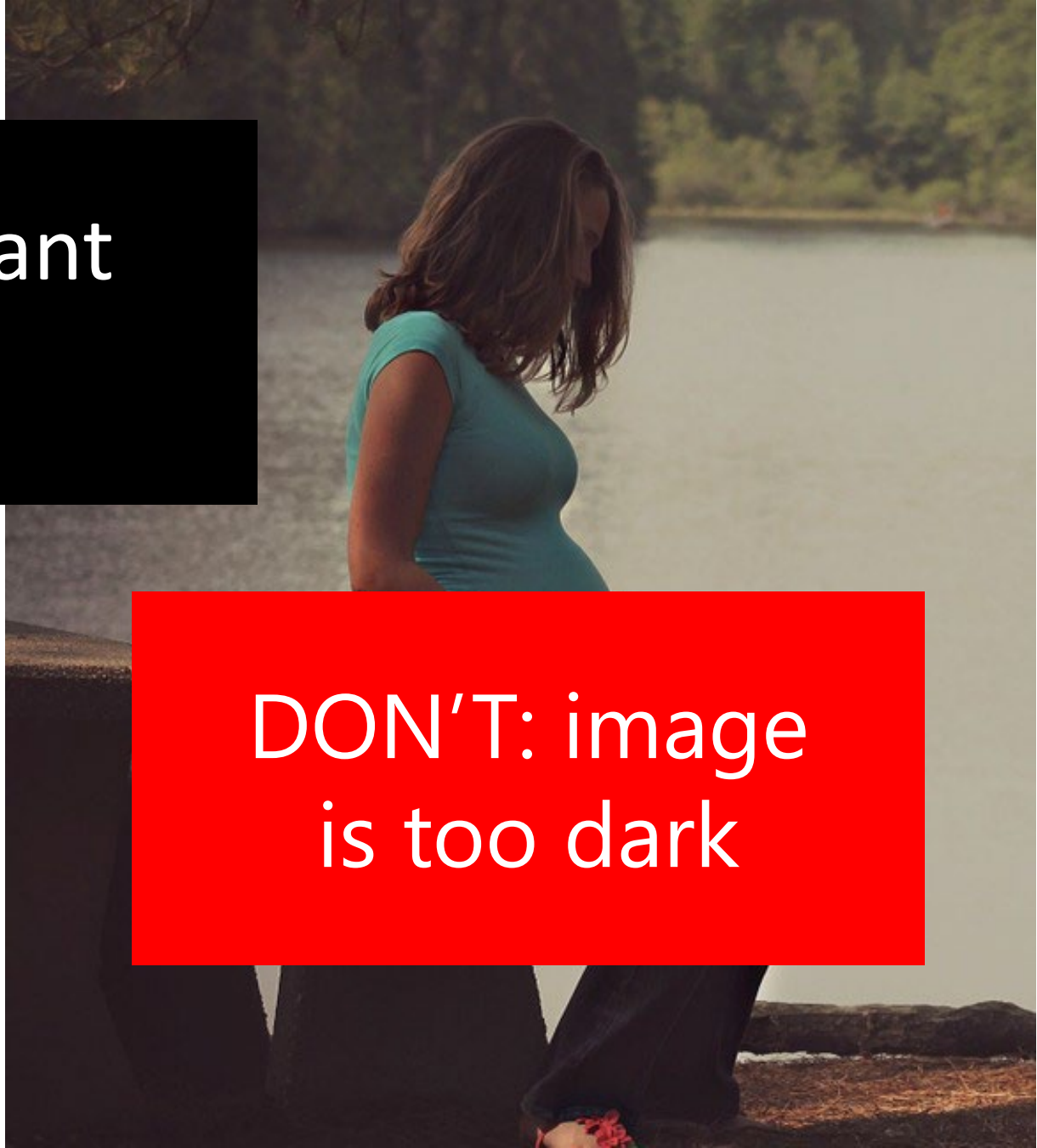
Insert image, go to  
"format", & then crop to fit!

# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines



DON'T: image is too dark



# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines



**DON'T:** images should have the correct width



# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines

**DON'T: be too formal**

Although this is the agreed on message for women, it is too lengthy, quite formal, and doesn't really fit in an informal channel



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# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines



# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines



# Pregnant, nursing or want children?

Help us generate good information about the safety of your medicines





# Examples in other languages

- Swedish

(please send your translated versions to

[josepine.fernnow@crb.uu.se](mailto:josepine.fernnow@crb.uu.se) for inclusion in this toolkit)

# Gravid, ammar eller vill ha barn?

Hjälp oss skapa bra information om hur säkra dina läkemedel är

