

CAPABLE

essential skills for life and work

Champions for the Cause User Guide

The Capable: Essential Skills for Life and Work Campaign recognizes the importance of establishing and maintaining a consistent and visual theme on social media platforms. To encourage social engagement and conversation, Champions are asked to participate in a social share approach.

WHAT | Resources are available:

- Template social media posts to complement each monthly theme, including a recommendation to post weekly.
- Monthly campaign goals for collaborators to apply their respective social media pages and customize as appropriate for their audience.
- Creative graphic applications for specific use on social media pages.

WHERE | Are these resources located:

- Visit CapeChamber.com/Programs
- Find the Capable social media posts + templates to include:
 - Capable: Essential Skills for Life and Work Social Media graphics
 - Capable: Essential Skills for Life and Work Social Media content

HOW | Are these resources to be used:

- Three simple ways to support the campaign through social media sharing:
 1. Utilize the post templates to engage followers with the campaign.
 2. Personalize posts as seen fit for your organization.
 3. Always incorporate #Capable into all posts, unifying the overall message.