



**Soroptimist**  
International

Salisbury

# Orange the World – 16 Days of Activism

Spread the word for free

# Facebook and Instagram

- Reels or Stories are distributed more widely than posts
- Reach a wider audience for free

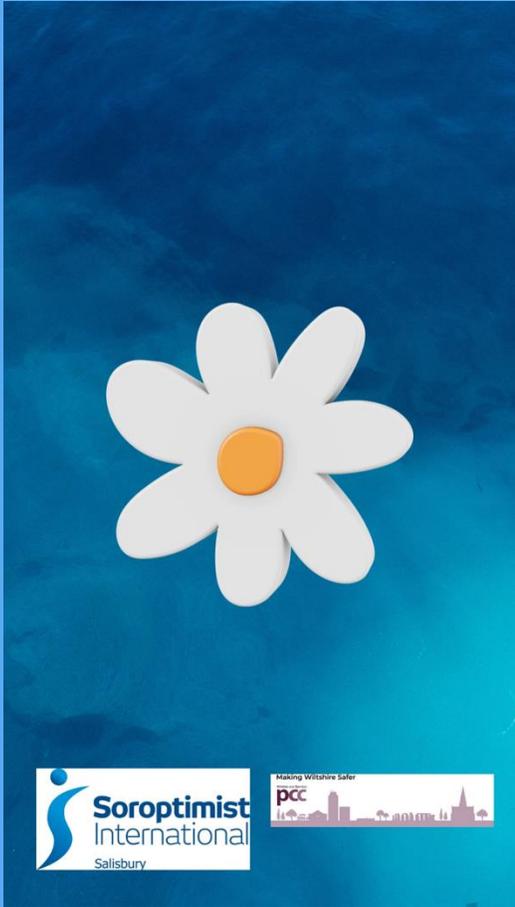
# Promoting our OTW theme of Healthy Relationships

Poster displayed around the city

Reel for social media

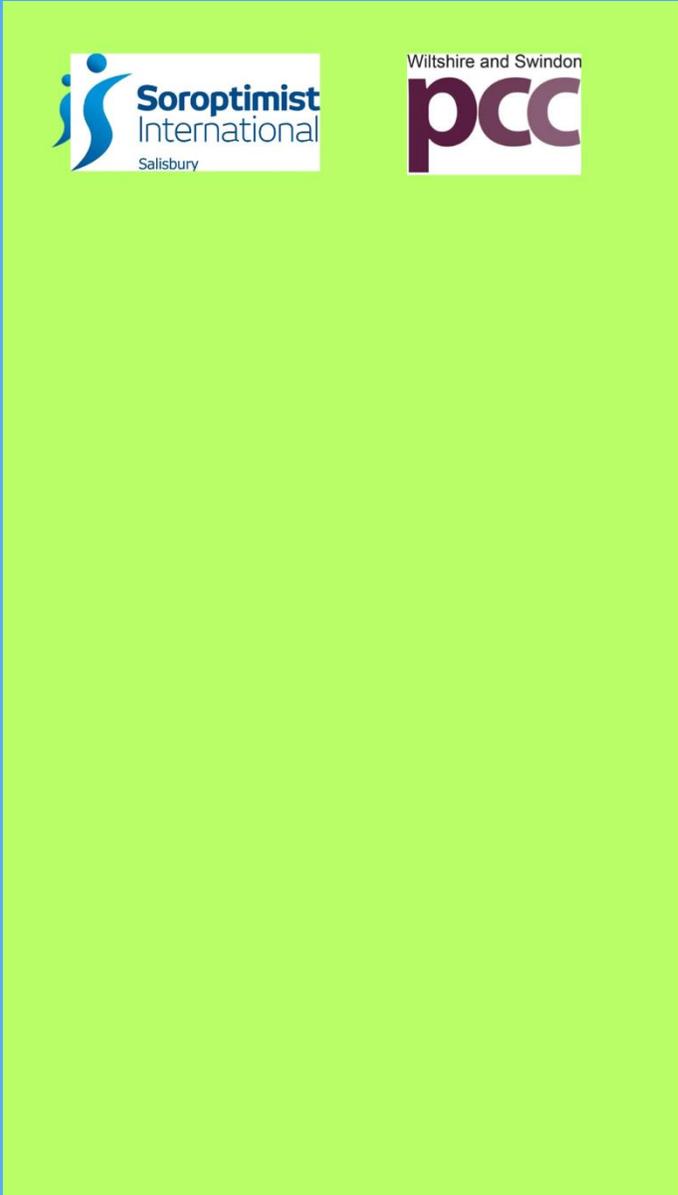


# Alternate reel on same theme



Same message...

Different format

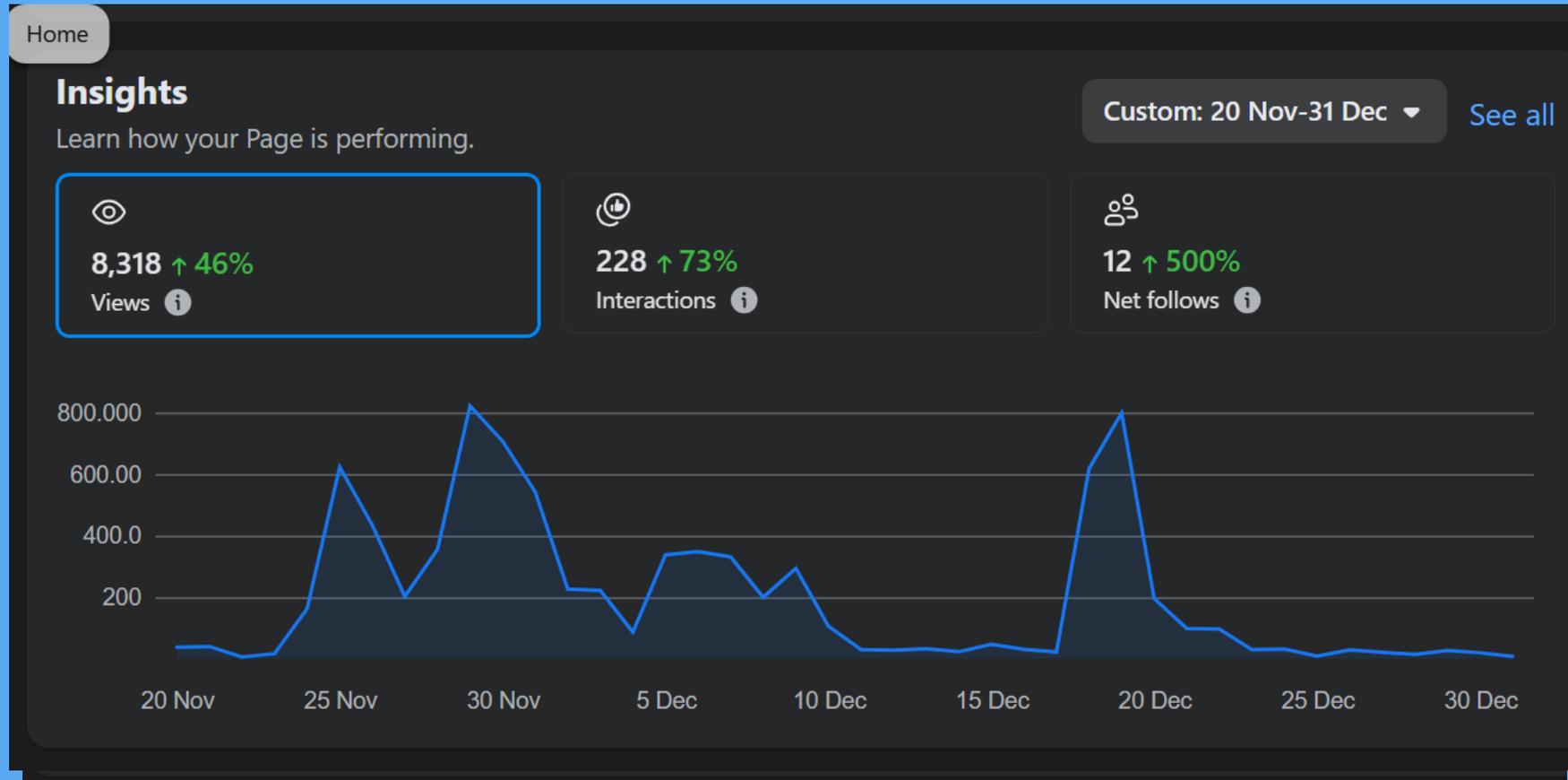


# Fresh Thoughts launch

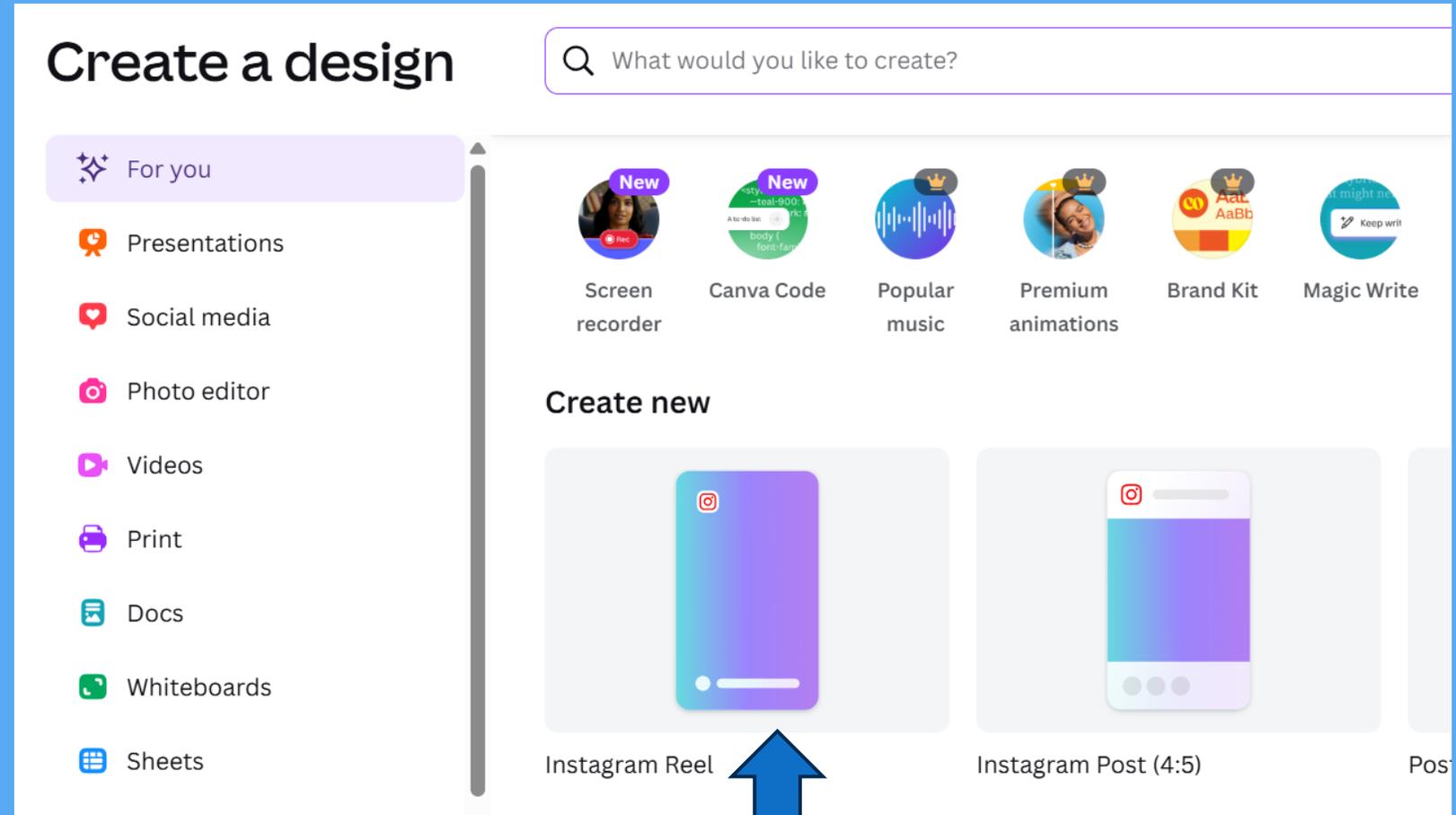
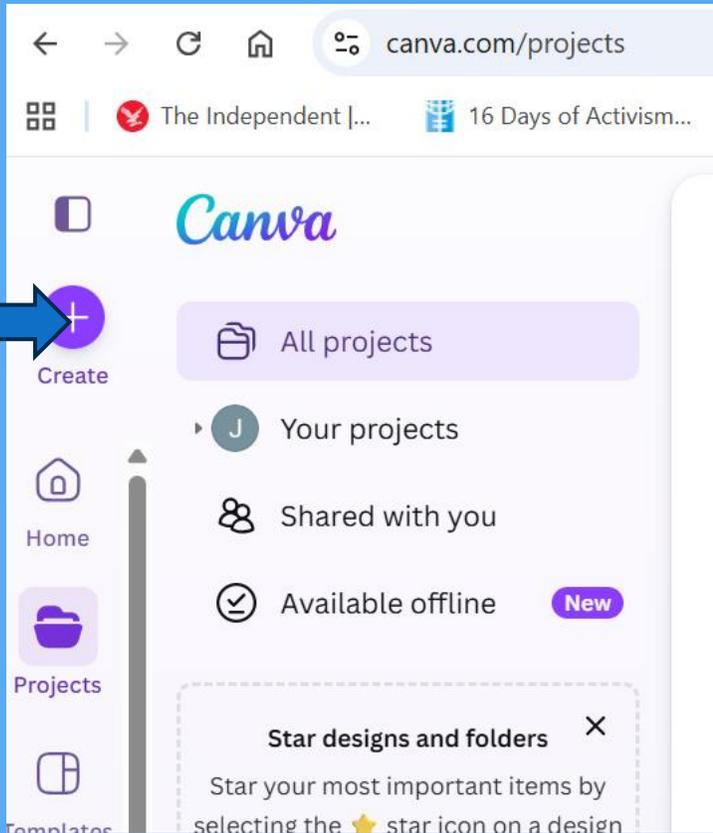
Publicising an event held during 16 days of Activism



# Impact on Facebook views



# You can try it too: Created in Canva – register for free



# Play with the settings ....

- Try different colours/sizes/ shapes
- Don't make reel too long
- Add audio (many tracks are available free)
- Don't forget to save
- If you don't like it, delete and start again!
- Have fun!

