PRIM&R
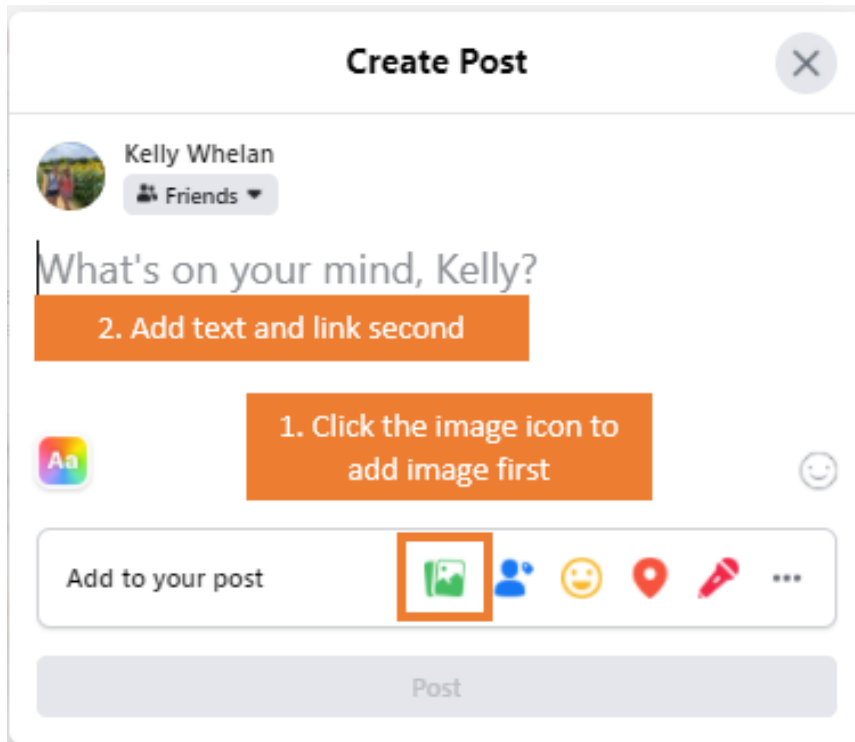## PUBLIC RESPONSIBILITY IN MEDICINE AND RESEARCH

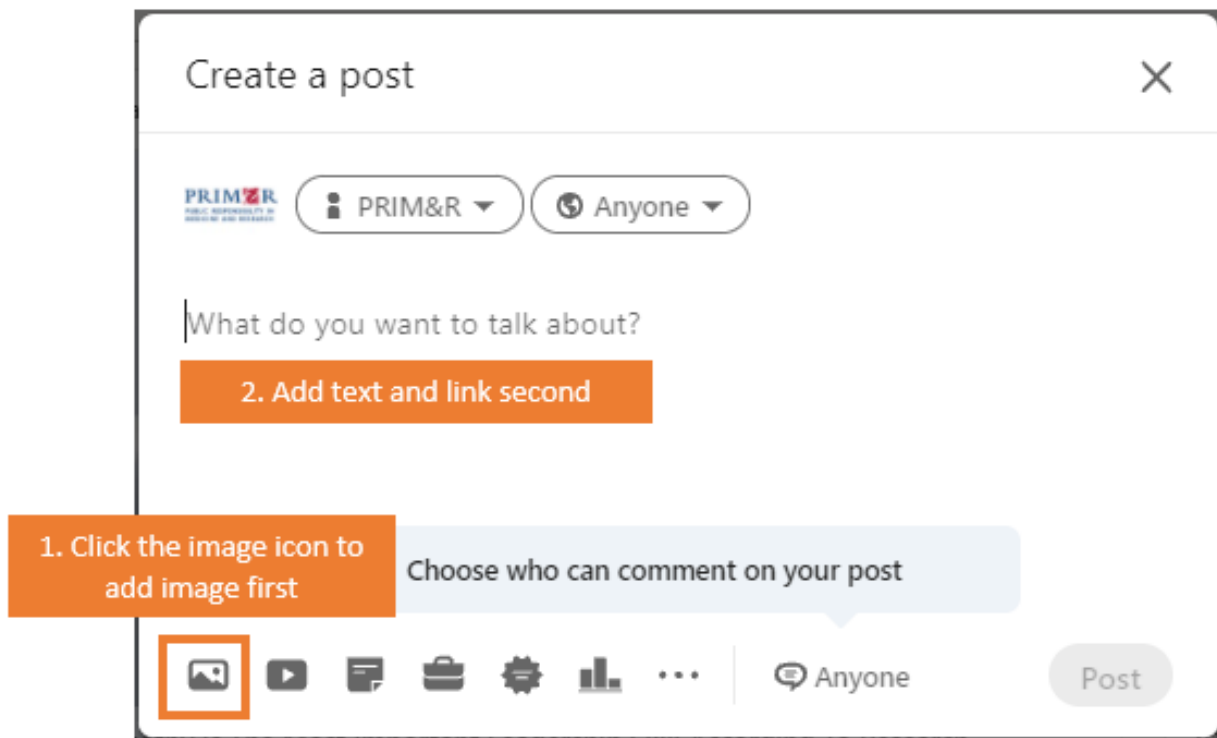Recommendations for posting about PRIM&R programs on Social Media

1. **One of the easiest ways to post on social media about PRIM&R events is sharing/retweeting a previous post from PRIM&R's social media channels.**

   o **Facebook:** Go to https://www.facebook.com/primrconnect, find the post you want to share, and click "Share" at the bottom right. Add your own commentary in the text box that opens up and then post.

   o **Instagram:** Go to https://www.instagram.com/we_are_primr/, find the post you want to share, and take a screenshot of it, next, once you have the Instagram photo saved to your camera roll, tap on the plus-sign icon within Instagram, hit post, and select your screenshot and lastly add a caption and tag PRIMR: @we_are_primr

   o **LinkedIn:** Go to https://www.linkedin.com/company/prim&r/posts/, find the post you want to share, and click share at the bottom. Add your own commentary in the text box that opens and then post.

2. **You can make your own post using the images we provide (or your own image) and a link to the program. When including an image with your post, you MUST add the image first**. When posting from an *individual* social media account (rather than a *company* account) social media platforms won't let you edit the image preview that is autogenerated by adding a link. **If you add the image first it overrides the automated preview**.

3. **Facebook**

LinkedIn

Instagram

Instagram

⌂ Home

🔍 Search

🧭 Explore

▣ Reels

✈ Messages

♡ Notifications

⊕ Create

1. Click Create

◯ Profile

Drag photos and videos here

Select from computer

2. Select photo