

ACTA SOCIAL MEDIA Advocacy Blitz



01

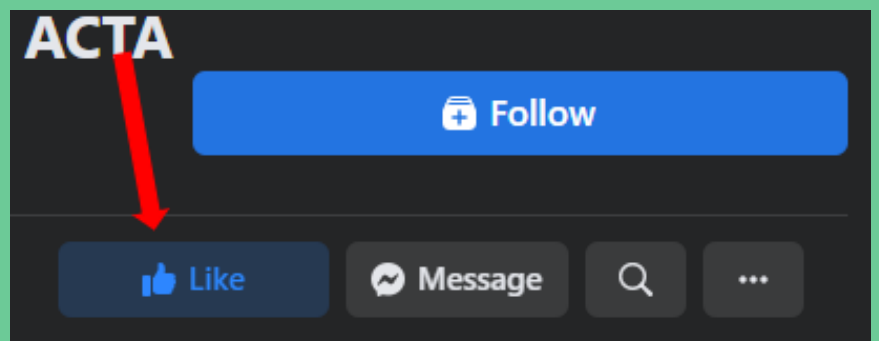
GO TO ACTA'S FACEBOOK PAGE ON COMPUTER

Association of Counselling
Therapy Alberta - ACTA

02

LIKE PAGE

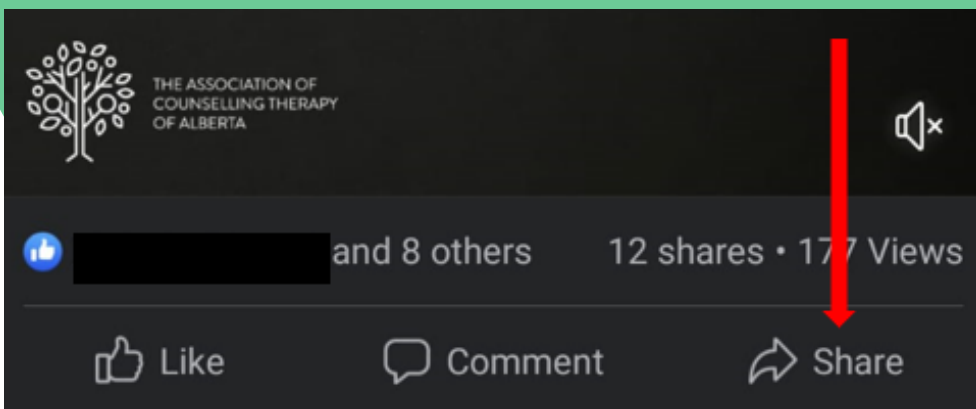
Click LIKE to see
posts on your
newsfeed.



03

GO TO TODAY'S POST

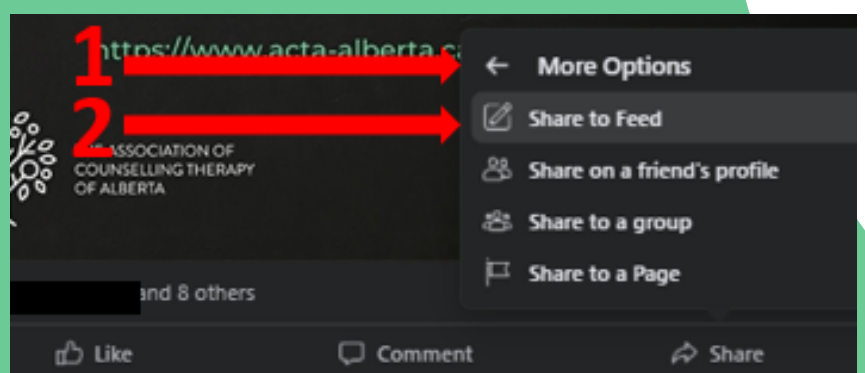
Click SHARE.



04

CLICK MORE OPTIONS & SHARE TO FEED

Explore options to
share to groups or a
business page.

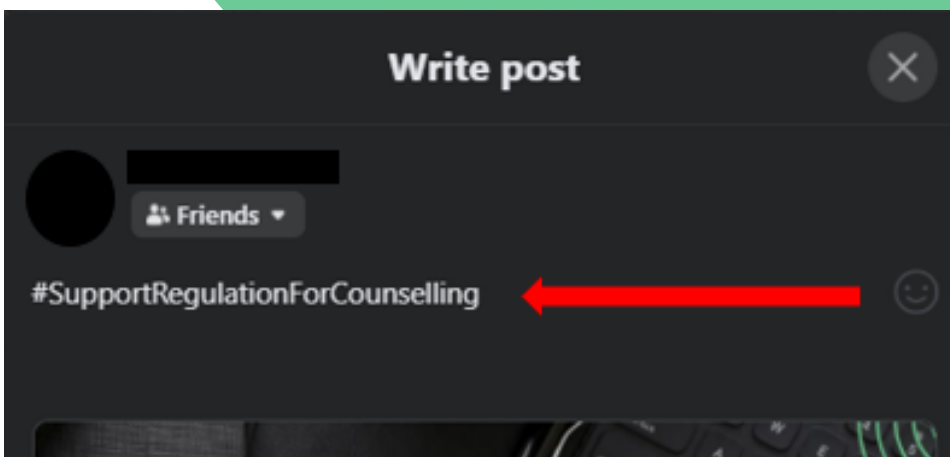


05

ADD MESSAGE + HASHTAG

Write a personal
message and
include HASHTAG.

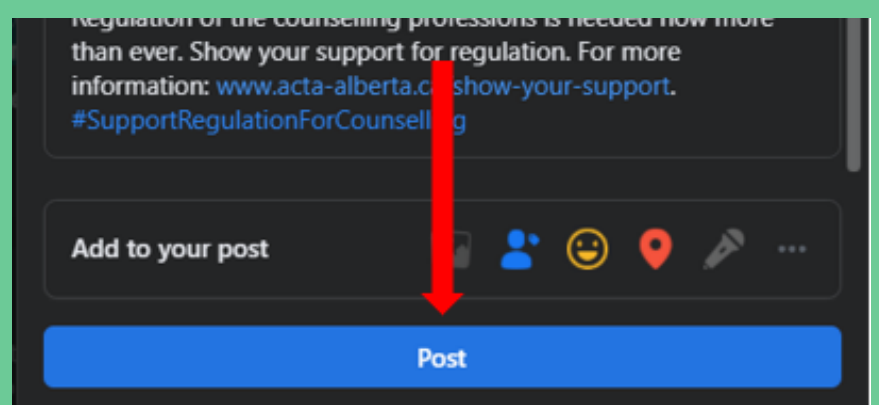
#SupportRegulationForCounselling



06

PRESS POST

Refer to step 3 to
post to other
groups/pages.



THE ASSOCIATION OF
COUNSELLING THERAPY
OF ALBERTA

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01

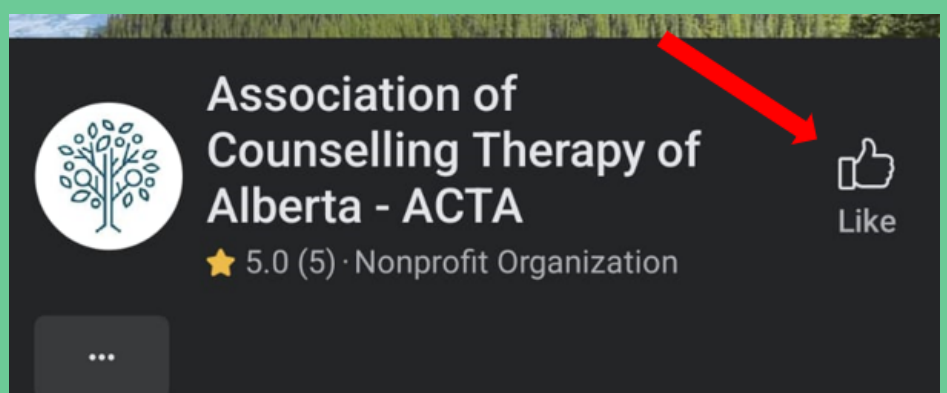
GO TO ACTA'S FACEBOOK PAGE ON APP

Association of Counselling
Therapy Alberta - ACTA

02

LIKE PAGE

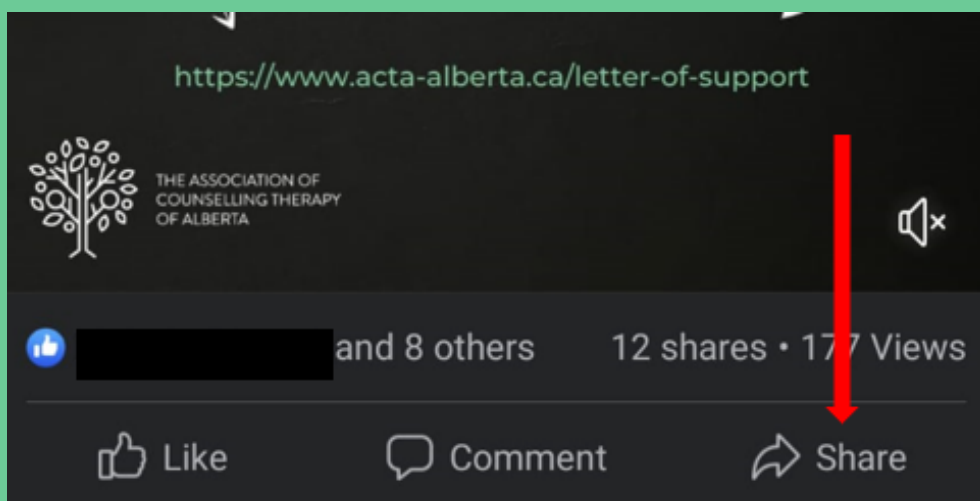
Click LIKE to see
posts on your
newsfeed.



03

GO TO TODAY'S POST

Click SHARE.

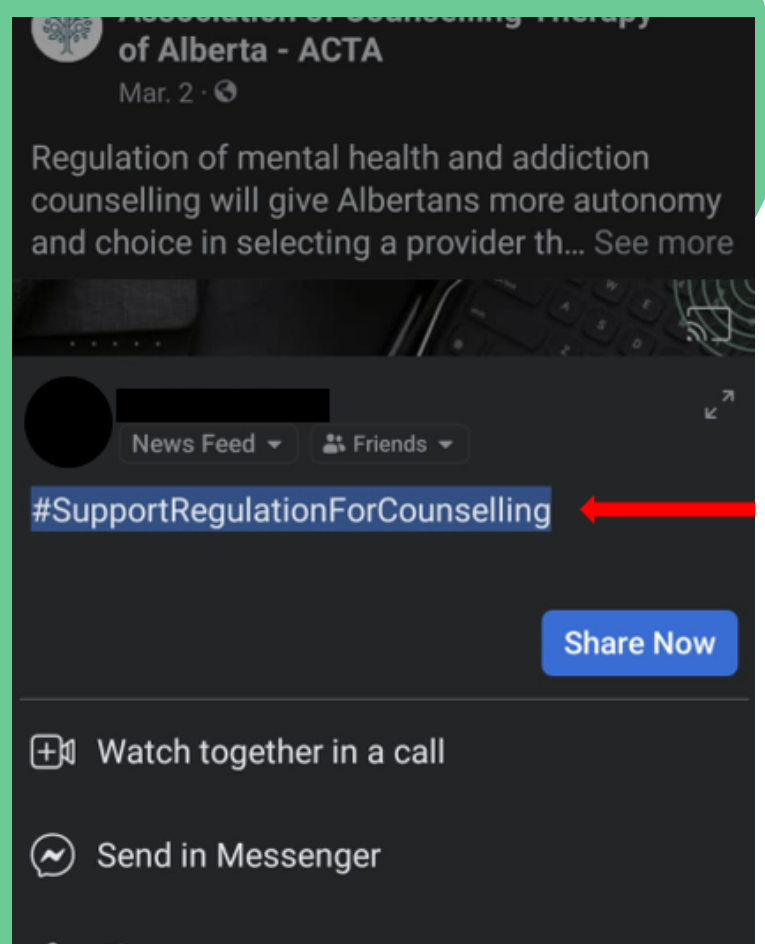


04

ADD MESSAGE + HASHTAG

Write a personal message
and include HASHTAG.

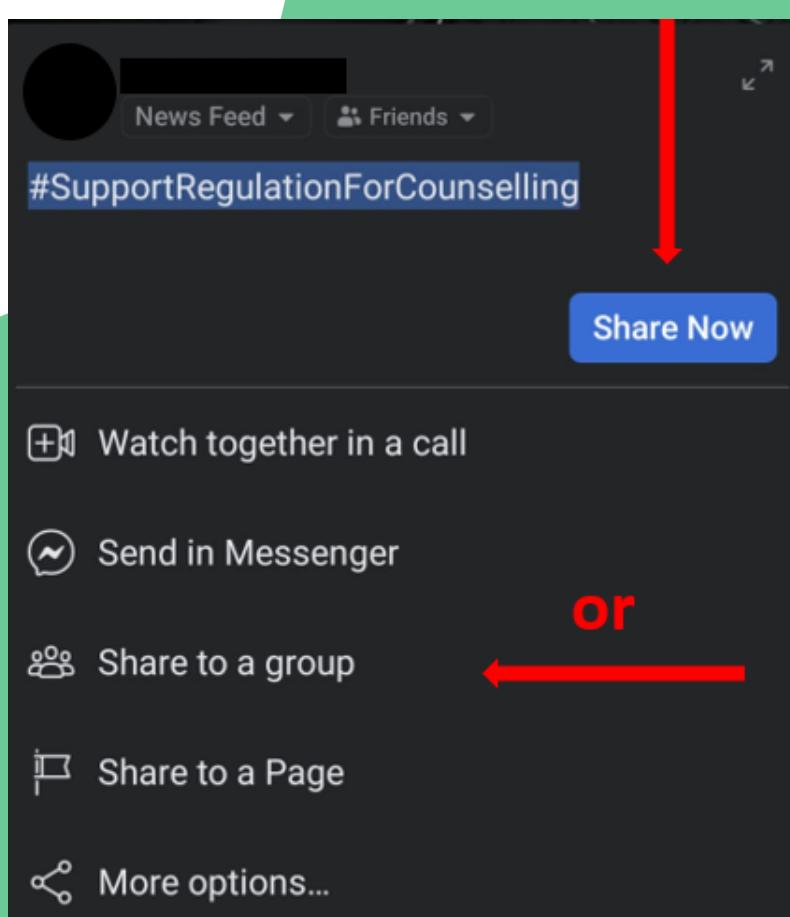
#SupportRegulationForCounselling



05

PRESS SHARE NOW

SHARE NOW posts to
your personal page.
Explore options to
groups or a business
page.



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01

GO TO ACTA'S
LINKEDIN PAGE ON
APP OR COMPUTER

Association of Counselling
Therapy Alberta

02

FOLLOW
PAGE

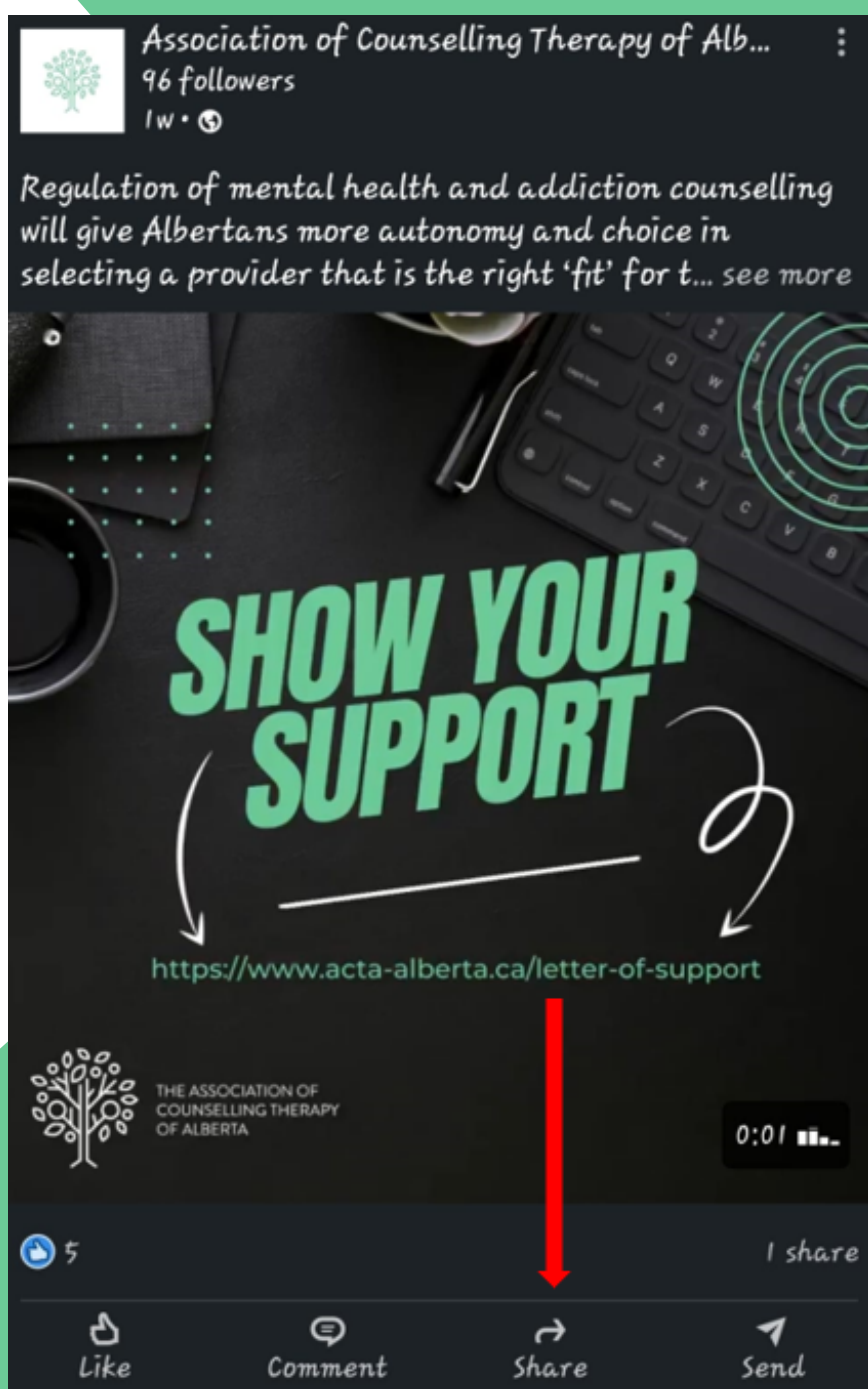
Click FOLLOW
to see posts on
your newsfeed.



03

GO TO
TODAY'S POST

Click SHARE.



04

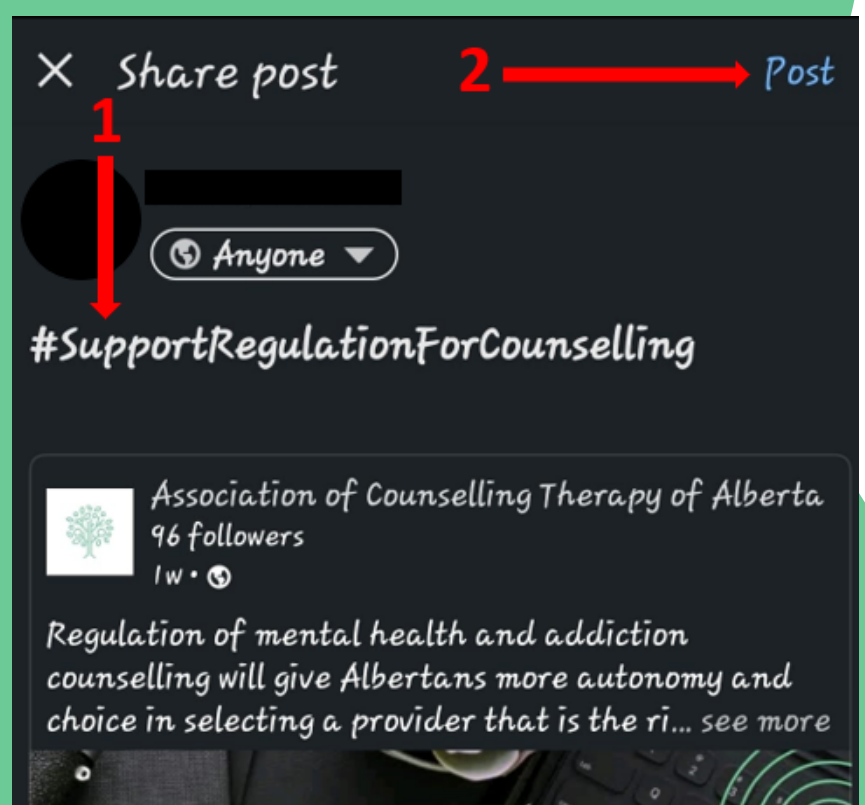
ADD COMMENT
+ HASHTAG
+ POST

Write a personal
message and include
HASHTAG.

#SupportRegulationForCounselling
POST to your page.



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01

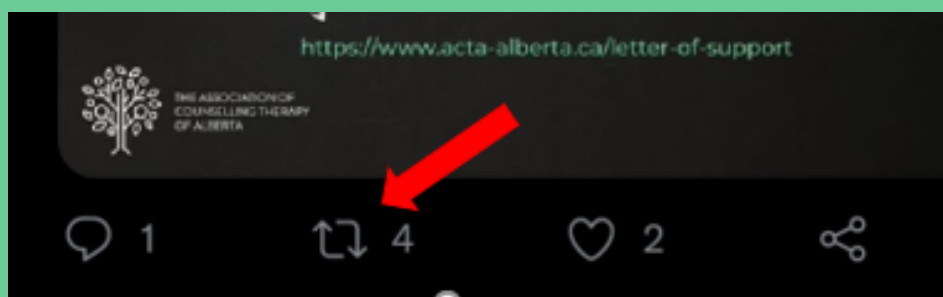
**GO TO ACTA'S
TWITTER PAGE ON APP
OR COMPUTER**

@ACTA_Alberta

02

**FOLLOW
PAGE**

Click FOLLOW
to see tweets
on your Twitter
feed (timeline).



03

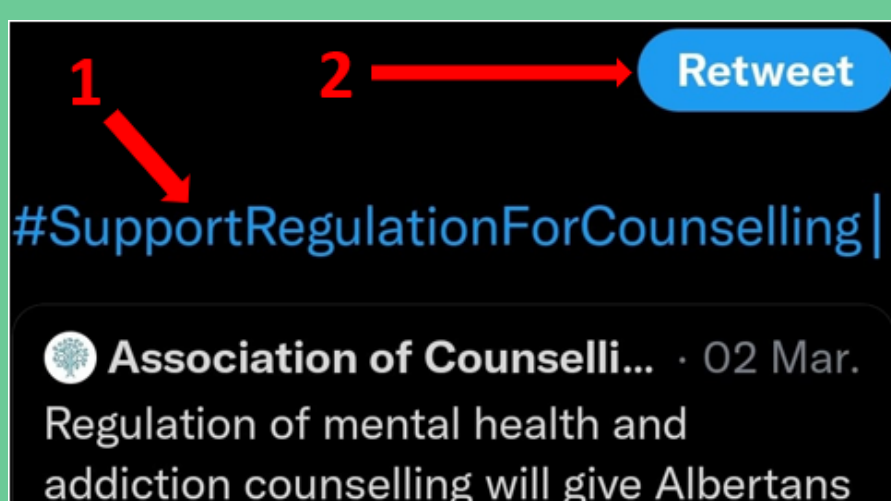
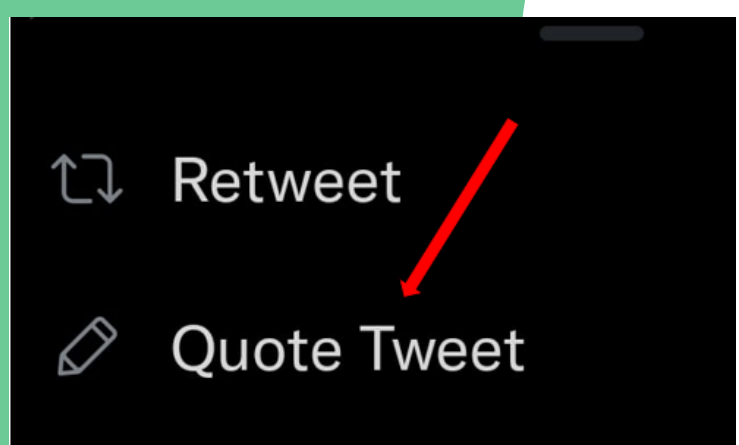
**GO TO
TODAY'S
POST**

Click RETWEET
icon.

04

**QUOTE
TWEET**

Click QUOTE TWEET.
This allows you to add
the hashtag again.



05

**ADD COMMENT
+ HASHTAG
+ RETWEET**

Write a personal
comment and include
HASHTAG.

#SupportRegulationForCounselling
RETWEET to your page.



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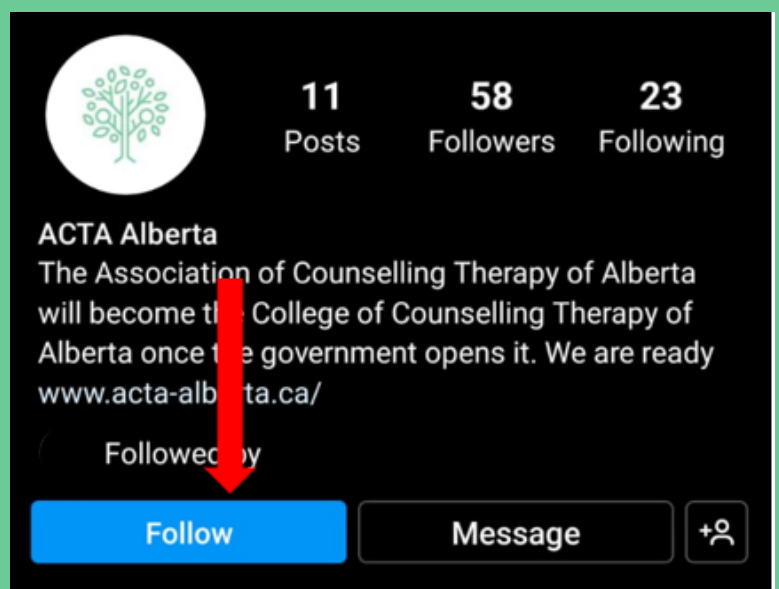
GO TO ACTA'S INSTAGRAM PAGE ON APP

acta_alberta

02

FOLLOW PAGE

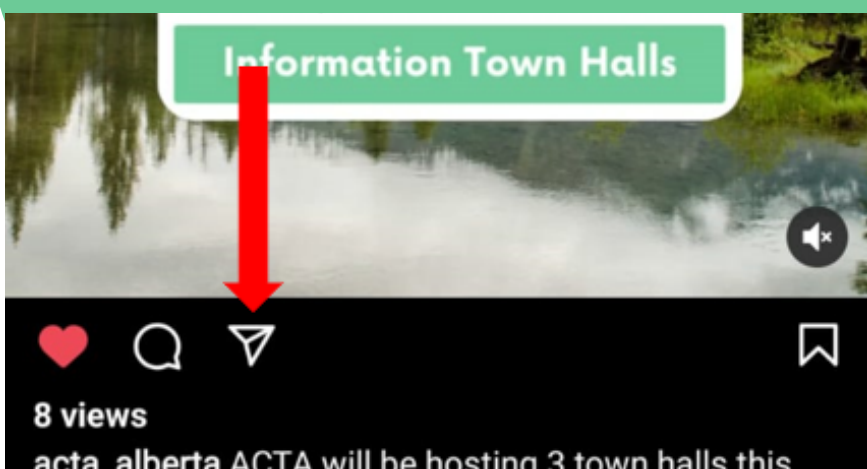
Click FOLLOW
to see posts on
your feed.



03

GO TO TODAY'S POST

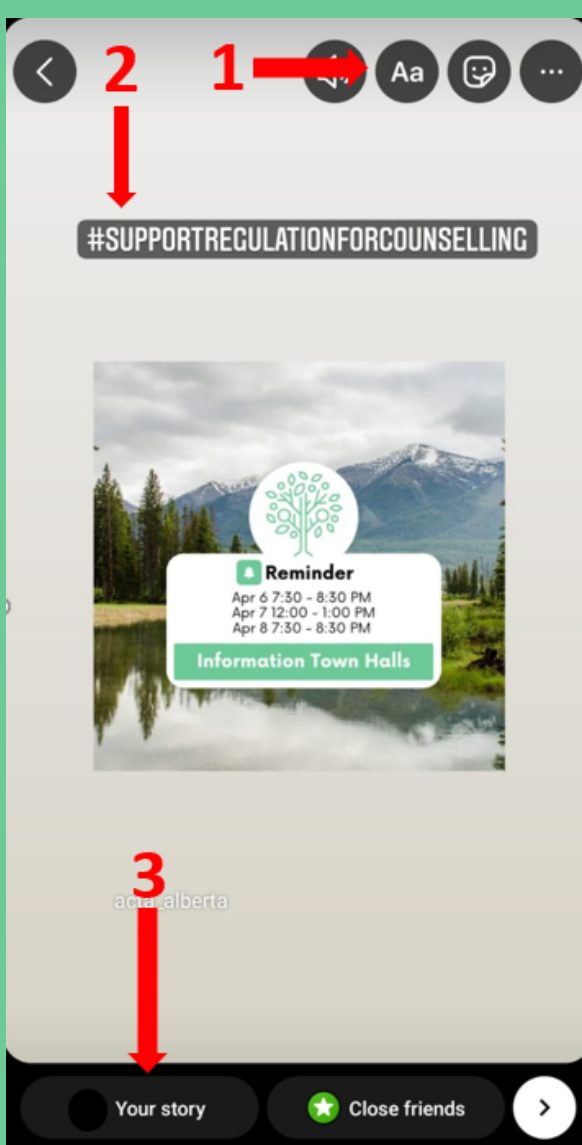
Click SHARE icon.



04

STORY + DIRECT MESSAGE

Click 'Add video to
your story'.
Alternatively, write a
personal message and
direct message
accounts you follow via
option 2 and 3.



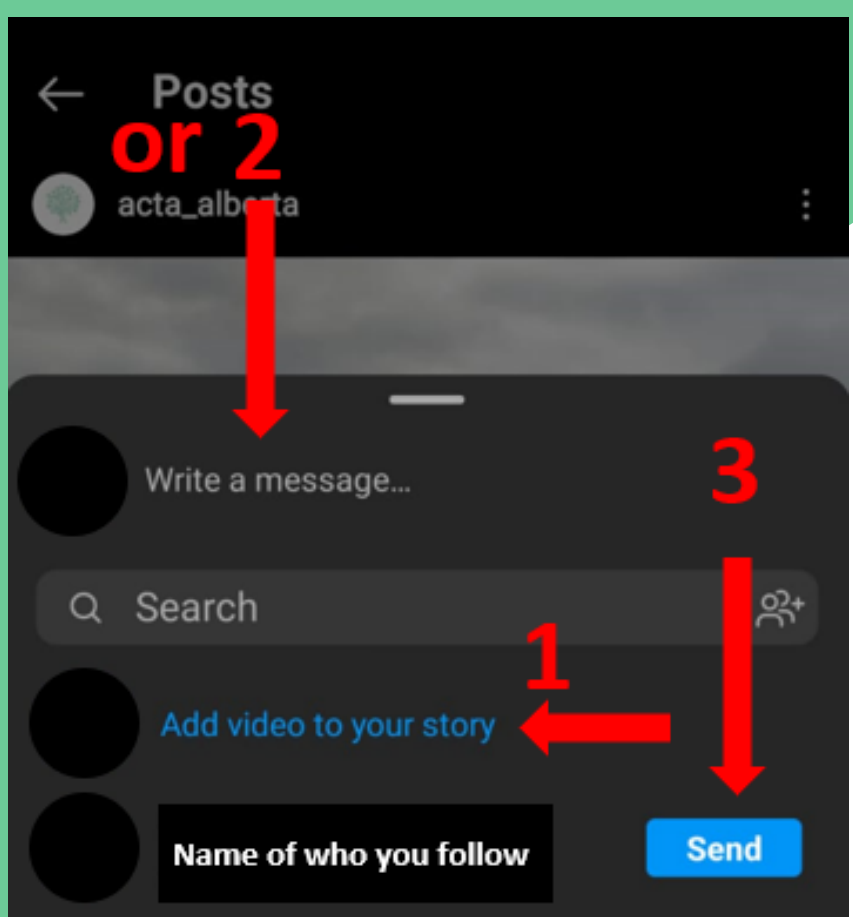
05

ADD COMMENT + HASHTAG + SHARE

Click text icon to write
a personal message
and HASHTAG.

#SupportRegulationForCounselling

SHARE to your stories by
clicking 'Your Story'. *Note
stories will remain in our
stories for 24 hours.



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TIPS AND GUIDELINES



Do not post anything negative about anyone, especially the government.

Focus messages on public interest and not professional interests. Public interests include:

- public safety
- oversight of the profession
- urgency and need
- increased access and affordability for the public



Tag people of interest (MLAs, Albertan advocates for mental health, your network, etc.). To tag, use @ symbol and type in their name).

Comment, like, and share each other's posts. Simply comment with the hashtag



#SupportRegulationForCounselling



Email personal stories of why regulation is important to you to registrar@acta-alberta.ca to be featured on our social platforms.



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