LitFitNEO Team

Social Media Guidelines

XPRIZE Guidelines:

* The competition logo must not be manipulated in any manner.
* When displaying the competition logo in any medium, it must appear as the largest icon and be 50% larger than any other mark or logo displayed.
* Submit all materials at the conceptual stage to XPRIZE for review.
* If the logo is not included, you must write out completely the **Adult Literacy XPRIZE Communities Competition.** The logo is included on our infographic.
* Tag @XPRIZE when possible

LitFitNEO Posting:

* Include #LitFitNEO in all social media posts.
* Attach the instructional infographic as a photo to your posts.
* Use [www.literacycooperative.org/litfitneo](http://www.literacycooperative.org/litfitneo) link in all posts
* Search the hashtag regularly to share posts from other partners and participating community members.
* The preferred apps for our general population focus are Learning Upgrade and Amrita Learning. I suggest only promoting one per post to avoid confusion. If mentioning a specific app in your post, make sure the attached infographic matches.

**Twitter 1:** Are you #LitFitNEO? Test your knowledge by downloading [Learning Upgrade or Amrita Learning] & using the app 3 times to help our community qualify for a $100K award through @XPRIZE that will be used to boost #literacy services! Learn more here: ….

**Facebook 1:** Are you #LitFitNEO? Help our community qualify for a $100,000 award through @XPRIZE that will be used to boost literacy services! Simply download the free [Learning Upgrade or Amrita Learning] on your Android phone and test your knowledge for three days. Learn more here: ….

**Instagram 1:** Are you #LitFitNEO? Help our community qualify for a $100,000 award through @XPRIZE that will be used to boost literacy services! Simply download the free [Learning Upgrade or Amrita Learning] on your Android phone and test your knowledge for three days. Visit … to learn more.

**Linkedin 1:** Are you #LitFitNEO? Help our community qualify for a $100,000 award through @XPRIZE that will be used to boost literacy services! Simply download the free [Learning Upgrade or Amrita Learning] on your Android phone and test your knowledge for three days. Learn more here: …..

**Twitter 2:** Help end low literacy in #NEOhio by participating in the Adult Literacy @XPRIZE Communities Competition. A few minutes of your time can help our community win a $100K prize to benefit adult education! More info. here: ….. #LitFitNEO

**Facebook 2:** Help end low literacy in our community by participating in the Adult Literacy @XPRIZE Communities Competition. Try out the free [Learning Upgrade or Amrita Learning] app at least once a day for three days and your efforts will help us qualify for a $100,000 award that will benefit adult education efforts in Cuyahoga and Summit county. Post using #LitFitNEO when you start and complete the challenge for the chance to win a $10 or $25 gift card! More info. here: ……

**Instagram 2:** Help end low literacy in our community by participating in the Adult Literacy XPRIZE Communities Competition. Try out the free [Learning Upgrade or Amrita Learning] app at least once a day for three days and your efforts will help us qualify for a $100,000 award that will benefit adult education efforts in Cuyahoga and Summit county. Post using #LitFitNEO when you start and complete the challenge for the chance to win a $10 or $25 gift card!! Visit….. for more info.

**LinkedIn 2:** Help end low literacy in our community by participating in the Adult Literacy XPRIZE Communities Competition. Try out the free [Learning Upgrade or Amrita Learning] app at least once a day for three days and your efforts will help us qualify for a $100,000 award that will benefit adult education efforts in Cuyahoga and Summit county. Post using #LitFitNEO when you start and complete the challenge for the chance to win a $10 or $25 gift card! Learn more here: …..

**Twitter 3:** Did you know? Multiple neighborhoods in #GreaterCleveland have as high as 95% of adults with low literacy. Join #LitFitNEO in the Adult Literacy @XPRIZE Communities Competition to win $100K for adult literacy services in our community. More info. here: ….

**Facebook 3:** Did you know? Multiple neighborhoods in #GreaterCleveland have as high as 95% of adults with low literacy. Join #LitFitNEO in the Adult Literacy @XPRIZE Communities Competition to help us qualify for a $100,000 award dedicated to local adult literacy services. Learn more here: ….

**Instagram 3:** Did you know? Multiple neighborhoods in #GreaterCleveland have as high as 95% of adults with low literacy. Join #LitFitNEO in the Adult Literacy @XPRIZE Communities Competition to help our community earn $100,000 dedicated to adult literacy support services. Visit …. To learn more.

**LinkedIn 3:** Did you know? Multiple neighborhoods in #GreaterCleveland have as high as 95% of adults with low literacy. Join #LitFitNEO in the Adult Literacy @XPRIZE Communities Competition to help us qualify for a $100,000 award dedicated to local adult literacy services. Learn more here: ….

**Twitter 4:** Children of parents with low literacy have a 72% chance of being in the lowest reading level themselves. Let’s end this cycle by winning $100K through @XPRIZE that will support adult literacy efforts in #NEOhio. More info. here: …. #LitFitNEO

**Facebook 4:** Children of parents with low literacy have a 72% chance of being in the lowest reading level themselves. Let’s end this cycle by qualifying for a $100,000 prize through @XPRIZE that will support adult literacy efforts. Follow the instructions to make sure your efforts count and post using #LitFitNEO to let us know you completed the challenge! More info. here: ….

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**Twitter 5:** Orgs. across Cuyahoga and Summit county are teaming up to end low literacy. We need your help to win a $100K prize to support adult literacy efforts. Post using #LitFitNEO to let us know you start and complete the challenge and you could win a prize! Learn more: …..

**Facebook 5:** Organizations across Cuyahoga and Summit county are teaming up to end low literacy. We need your help to win a $100,000 prize dedicated to supporting adult literacy efforts. Post using #LitFitNEO to let us know you start and complete the challenge and you could win a prize! Learn more here: ……

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