

### Quick Start Guide for Providers

The CSS Sector Campaign is designed to be flexible and easy for organizations to participate in. Providers can engage with the campaign in ways that fit their communications capacity.

#### **Step 1: Review the Monthly Theme**

At the beginning of each month, review the campaign theme, tagline, and suggested hashtags available on the **AccessCSS Knowledge Hub**.

These themes provide the core message that organizations across Ontario East will be highlighting that month.

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#### **Step 2: Download Campaign Materials**

Visit **AccessCSS.ca** to access the Knowledge Hub and download the materials for the month. Available resources may include:

- Social media graphics
- Messaging guidance
- Taglines and suggested captions
- Hashtag recommendations
- Customizable templates

Organizations can use these materials directly or adapt them to their needs.

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#### **Step 3: Customize if Needed**

Providers are welcome to co-brand campaign materials by:

- adding their organization's logo
- incorporating local program information
- adapting captions to reflect specific services
- highlighting client, volunteer, or community stories

Customization allows organizations to maintain their identity while still contributing to the sector-wide campaign.

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### Step 4: Share Across Your Channels

Campaign materials can be used across multiple communications platforms, including:

- social media
- newsletters
- websites
- digital signage
- presentations or community outreach

Providers are encouraged to include the **campaign tagline and hashtags** when sharing content online to help strengthen sector-wide visibility.

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### Step 5: Amplify Sector Messaging

Organizations can further support the campaign by:

- sharing or reposting content from other CSS providers
- tagging partner organizations
- highlighting community collaborations
- engaging with sector hashtags

Collectively amplifying messages helps increase the reach and impact of the campaign.

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