

DATA CENTER COMMUNITY ACTION GRANTS

Social Media Resources

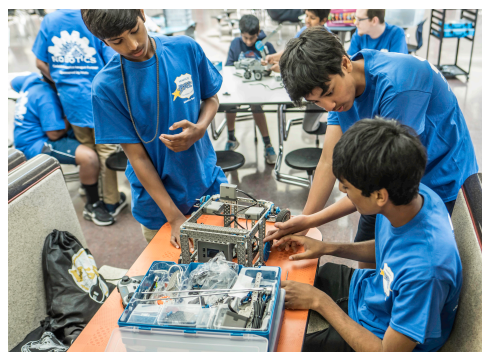
Congratulations on receiving a Meta Data Center Community Action Grant! We can't wait to learn more about how your program positively impacts the community. Taking great photos or videos can help show the community more about your work, your organization and its impact. On this page, you will find:

- ✓ Tips and tricks to capture the best photo or video
- ✓ Sample social media posts
- ✓ How to share materials with Meta

Note: Please ensure that any materials you share with Meta do not require an attribution and can be modified if necessary.

Tips and tricks to capture the best photo or video and things to keep in mind:

- ✓ **Media Releases are critical!** Before taking photos, ensure that you have the appropriate media releases in place. If you don't have the appropriate media releases, take pictures that don't reveal any identifying information. You can photograph people from behind, focus on closeups of their hands, or shoot from an angle or distance far enough that subjects are not identifiable.
- ✓ **Tell a story. What makes your organization special?** Is it the community you serve? The way you connect people to nature, technology or reading, or each other? Take a moment to think about your organization's mission and then try to capture images that convey it.
- ✓ **Take photos that help people understand your program.** Groups doing a project or hands-on activity and members of the community engaging with each other help show the impact of your work.
- ✓ **Check your file size — 2MB or larger is great.** When you are ready to deliver your images, ensure each image you upload is no less than 2MB. Anything smaller will appear blurry, pixelated and be challenging to use.
- ✓ **Landscape or portrait?** Take both! When taking photos or videos with a phone, take a mix of landscape-oriented (best for static image posts) and portrait-oriented images (best for reels).



Posting on Social Media:

- ✓ Tag your local Meta data center on Facebook and use #DataCenterCommunityActionGrant in the post when applicable. If posting on Instagram tag, @datacentersatmeta and use #DataCenterCommunityActionGrants in the post when applicable.

It's a great day at school when students are excited to learn! We're using our #DataCenterCommunityActionGrant from the @Huntsville Data Center to bring coding robots to our middle schoolers. They had a great time using this new technology.

[Share with photo(s)]

At Happy Helpers, we're all about making a difference in the community and helping our neighbors connect online. Our #DataCenterCommunityActionGrant from the @Clonee Data Center supported new laptops in our Tech Lab! Check out this quick video highlight about how our clients are using the laptops for homework, job applications and more.

[Photo]

Share Content with Meta:

- ✓ Send a short email to commdev@meta.com (U.S.) or commdeveurope@meta.com (Europe) letting us know you have photos and videos you'd like to share.
- ✓ A member of our team will respond to your email with a unique link to a Google folder for you to upload photos and videos to.
- ✓ Your photos and videos help us spread the good word about your work and the Data Center Community Action Grants program. Watch your inbox — a member of our team might reach out for additional details about materials you shared.



Thank you again for all you do for the community. Questions?
Email: commdev@meta.com or commdeveurope@meta.com