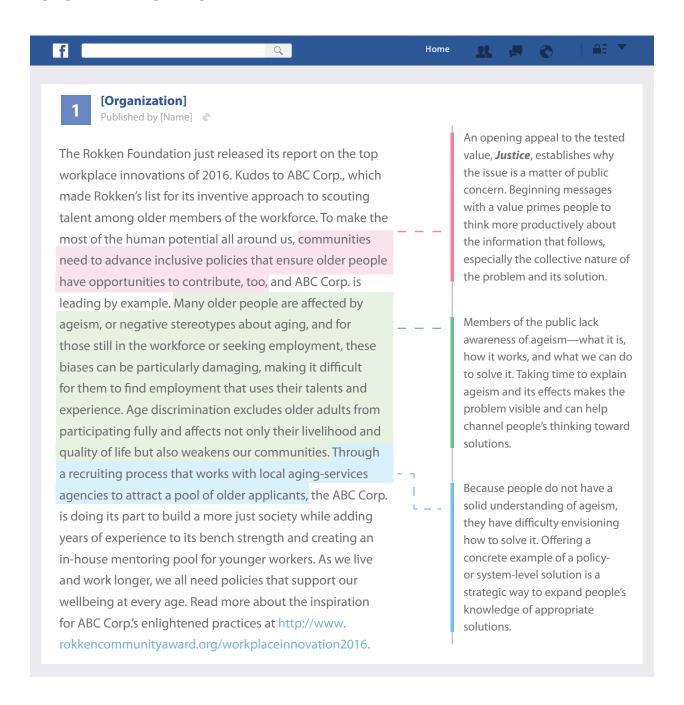
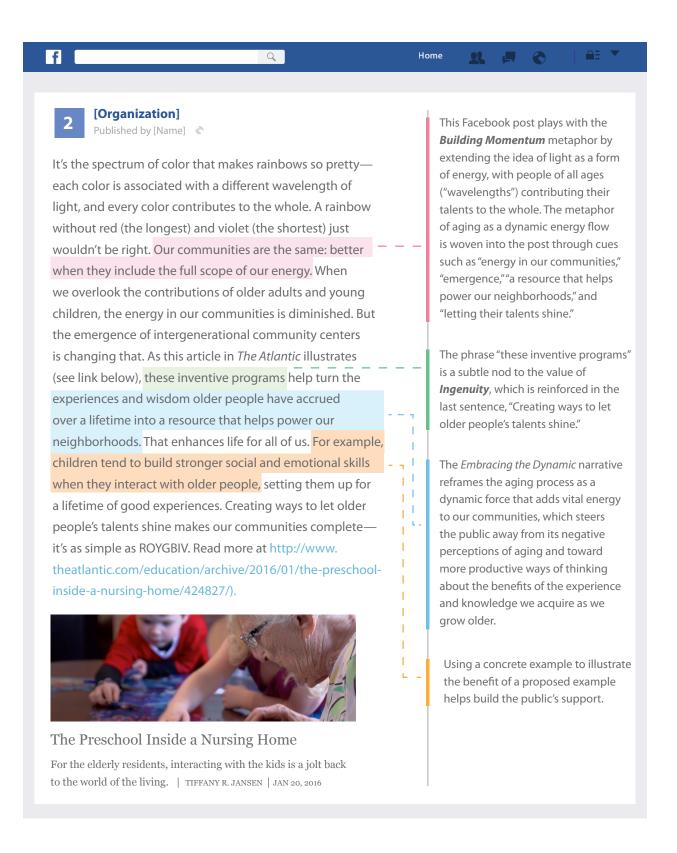
Sample Communications

Facebook Posts

The more casual style of social media platforms like Facebook presents a great opportunity to "frame to suit"—using tested frame elements in ways that let your organization's voice shine without sacrificing the rigor of evidence-based messaging. These sample Facebook posts are annotated to highlight the framing strategies at work in each.





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