



**The L.A. Trust**

# SALUTE TO STUDENT HEALTH

**SOCIAL MEDIA TOOLKIT**



**The Los Angeles Trust  
for Children's Health**

We at The Los Angeles Trust for Children's Health would like to thank you for joining us at this year's SALUTE TO STUDENT HEALTH Gala!

There are many ways that you can help in promoting Salute, which includes posting on social media, including it in your newsletter, sharing fliers at after-school meetings and open-houses, and including banners and hashtags in your own documents.

**The LA Trust Website:** [thelatrust.org](https://www.thelatrust.org)

**Campaign Website:** <https://www.thelatrust.org/salute-to-students-health-events>

**Event Registration:** <https://secure.qgiv.com/event/latrustsalutetostudenthealth/>

**Shortened Registration Link:** <http://bit.ly/stsh2023>

**Tagging The LA Trust:**

Facebook: [@thelatrust](https://www.facebook.com/thelatrust)

Instagram: [@thelatrust](https://www.instagram.com/thelatrust)

X/Twitter: [@thelatrust](https://twitter.com/thelatrust)

**Official hashtag:** #Salute2023

**Toolkit Assets:** <https://www.thelatrust.org/salute-sm-toolkit>



# **SOCIAL MEDIA POSTS**

# Posting on Social

To make it easy for you to help get the word out, we created full social media posts (with captions and images) ready for you to use.

To post on social media:

- Copy and paste the caption in the desired language into your post
- Download our ready-to-use graphics and images through the assets page:

<https://www.thelatrtrust.org/salute-sm-toolkit>

**FACEBOOK**

# Facebook | Post #1

Experience an evening of elegance, cocktails, delectable food, fun, and fundraising at The L.A. Trust's third annual Salute to Student Health! This year, we're proud to recognize Assemblymember Reggie Jones-Sawyer, the visionary behind the SAFE Act, as the recipient of The L.A. Trust Visionary Award. Former Board Member Patricia Anton will also be honored with The L.A. Trust Champion Award for her exceptional leadership in spearheading our innovative Data xChange initiative.

Join us for a night filled with entertainment, an open bar, and a gourmet dinner curated by the Michelin-recommended Redbird. Secure your spot now and be part of this extraordinary event! #Salute2023

<http://bit.ly/stsh2023>



The L.A. Trust  
**SALUTE TO  
STUDENT HEALTH**

**SEPTEMBER 28, 2023**  
**VIBIANA DTLA** **HONOREES**

Join us for a spectacular night including dinner and libations while we honor community members and celebrate our mission.

**Champion Award**

**PATRICIA ANTON**  
President, Anton Consulting

**Visionary Award**

**REGGIE JONES-SAWYER**  
California State Assemblymember,  
57th Assembly District

**#Salute2023**

**theatrust.org**

**The Los Angeles Trust  
for Children's Health**

The poster features a dark blue background with a starry pattern and a large orange rainbow arching across the top. The text is primarily white and orange. Two portraits of honorees are shown in white-bordered boxes. The overall design is clean and celebratory.

[Download Assets](#)

# Facebook | Post #2

Secure Your Tickets Now for an Unforgettable Evening! Indulge in an evening of sophistication, featuring exquisite cocktails, delectable cuisine, delightful entertainment, and a remarkable fundraising experience at The L.A. Trust's third annual Salute to Student Health. Don't miss out on this incredible night! Your ticket includes access to entertainment, an open bar, and a gourmet dinner from the renowned Michelin-recommended Redbird. #Salute2023

<https://secure.ggiv.com/event/latrustsalutetostudenthealth/register/>



The poster is set against a dark blue background with a pattern of small, golden-yellow stars. At the top, the words "You're Invited" are written in a white, elegant cursive font. Below this, a stylized rainbow with three bands of orange, yellow, and red arches across the center. Three white stars of varying sizes are positioned to the right of the rainbow's tail. The main title "The L.A. Trust SALUTE TO STUDENT HEALTH" is centered in white, with "The L.A. Trust" in a smaller font above "SALUTE TO STUDENT HEALTH". Below the title, the date and time "SEPTEMBER 28, 2023 VIBIANA DTLA 5:30-9PM" are written in orange. Underneath, the word "HONOREES" is written in white. Two columns of text and photos follow: "Champion Award" with a photo of Patricia Anton, and "Visionary Award" with a photo of Reggie Jones-Sawyer. The text for each honoree is in white. At the bottom left, there is a small orange icon of a child, the text "The Los Angeles Trust for Children's Health", and the website "thelatrust.org" in orange.

*You're Invited*

The L.A. Trust  
**SALUTE TO  
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SEPTEMBER 28, 2023  
VIBIANA DTLA  
5:30-9PM

HONOREES

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#Salute2023

**Champion Award**



Patricia Anton  
President of Anton Consulting

**Visionary Award**



Reggie Jones-Sawyer  
California State Assemblymember,  
57th Assembly District

The Los Angeles Trust  
for Children's Health [thelatrust.org](http://thelatrust.org)

[Download Assets](#)

**TWITTER**



# Twitter | Post #1

Join us for an elegant evening celebrating student health! Assemblymember Reggie Jones-Sawyer receives The L.A. Trust Visionary Award, and Patricia Anton gets The L.A. Trust Champion Award for her leadership in Data xChange. Enjoy entertainment, an open bar, and dinner by Michelin-recommended Redbird. Get your tickets: <http://bit.ly/stsh2023>



**The L.A. Trust**  
**SALUTE TO**  
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**SEPTEMBER 28, 2023**  
**VIBIANA DTLA**

**HONOREES**

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**Champion Award**



**PATRICIA ANTON**  
President, Anton Consulting

**Visionary Award**



**REGGIE JONES-SAWYER**  
California State Assemblymember,  
57th Assembly District

**#Salute2023**

**The Los Angeles Trust**  
for Children's Health

[thelatrust.org](http://thelatrust.org)

**INSTAGRAM**

# Instagram| Post #1

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<https://secure.ggiv.com/event/latrustsalutetostudenthealth/register/>



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The poster features a dark blue background with a starry pattern and a large orange rainbow arching across the top. Three stars of varying sizes are positioned to the right of the rainbow. The text is primarily white and orange. The event details, including the date and location, are prominently displayed in the center. Two honorees are featured with their names, titles, and small portrait photos. The hashtag #Salute2023 is included. The Los Angeles Trust for Children's Health logo and website URL are at the bottom.

[Download Assets](#)

**NEWSLETTER BLURB**

# Newsletter Blurb



Newsletters or emails are another efficient way to create awareness and spread the word. Simply customize the sample caption and banner we created and paste it into your email management system. Then you're ready to send.



[Download Assets](#)

*Join civic, education, and healthcare leaders at The L.A. Trust's third annual Salute to Student Health. This year, Assemblymember Reggie Jones-Sawyer, architect of the SAFE Act, will receive the L.A. Trust Visionary Award for his leadership and innovation which are helping to advance the well-being of our students and communities. The L.A. Trust Champion Award will be given to former Board Member Patricia Anton, business lead on our groundbreaking Data xChange, whose courage and work exemplify an unwavering commitment and service to the health and lives of our students and communities. Entertainment, a hosted bar, and dinner from Michelin-recommended Redbird are included.*

<https://www.thelatrtrust.org/salute-to-students-health-events>

Have questions or comments?  
Contact us at [m.jimenez@thelatrust.org](mailto:m.jimenez@thelatrust.org)

