

## Tennessee Disability Pathfinder Media Images Content and Image Descriptions for Alt text

Please be sure to link the images to: [TNPathfinder.org](http://TNPathfinder.org) and tag @TNPathfinder on all social media posts.

### ***TNP Banner (1) – 1640 x 924 px***

Content: Tennessee Disability Pathfinder helps people with disabilities, their family members, the community, and professional support partners find and access resources, support, and services available to meet their needs. Visit [TNPathfinder.org](http://TNPathfinder.org) to start your journey today.

Image description: Image with photos of Pathfinder Families bordering the top and bottom of the image. Pathfinder's branded graphic, with the tagline, is in the center of the image on a dark green background.

### ***TNP Banner (2) – 1640 x 924 px***

Content: Let Tennessee Disability Pathfinder guide you on your path to finding disability resources through their directory of services, community events, trainings, and webinars. Visit [TNPathfinder.org](http://TNPathfinder.org) or call 1-800-640-4636.

Image description: White textured background image with the center section of the image with jagged edges. Pathfinder's branded graphic, with the tagline, is set in the center of the image on a dark green background. Green text: "TNPathfinder.org" is at the bottom right of the image.

Suggested hashtags: #DisabilityResources #CallPathfinder #TNPathfinder

## FACEBOOK

### ***TNP Facebook Image (1) – 940 x 788 px***

Content: Let Tennessee Disability Pathfinder guide you on your path to finding disability resources through their directory of services, community events, trainings, and webinars. Visit [TNPathfinder.org](http://TNPathfinder.org) or call 1-800-640-4636 to start your journey.

Image description: White, green, yellow, and blue color block image with three photos of different individuals with disabilities on left side of image. Text at top of image: "DIRECTORY OF SERVICES COMMUNITY EVENTS TRAININGS/WEBINARS DISABILITY RESOURCES." Pathfinder's branded graphic is on right and across bottom of image on a blue color block is text, "Your Guide on the Path to Community Services [TNPathfinder.org](http://TNPathfinder.org)."

### ***TNP Facebook Image (2) – 940 x 788 px***

Content: Find resources to help you care for your loved ones. Tennessee Disability Pathfinder is here to guide you on your path to community services. Visit [TNPathfinder.org](http://TNPathfinder.org) or call Pathfinder at 1-800-640-4636 for personal access to an extensive directory of services, community events, trainings and webinars, and disability resources.

Image description: White, green, yellow, and blue color block image with three photos of aging adults on left side of image. Text at top of image: "DIRECTORY OF SERVICES COMMUNITY EVENTS TRAININGS/WEBINARS DISABILITY RESOURCES." Pathfinder's branded graphic is on right and across bottom of image on a blue color block is text, "Your Guide on the Path to Community Services TNPathfinder.org."

Suggested hashtags: #DisabilityResources #Community Services #CallPathfinder #TNPathfinder

## INSTAGRAM

### ***TNP Instagram Image (1) – 1080 x 1080 px***

Content: Whether your loved one is a newborn or an aging adult, let Tennessee Disability Pathfinder guide your family on your path to community services and disability resources. Visit TNPathfinder.org to start your journey.

Image description: Blue and green background image with two photos of a baby wearing a baker's apron and hat on the top left, and a medical professional in a white top pushing an elderly man with a striped shirt seated in a wheelchair at the bottom right of image. Text on top right, "Your Guide on the Path to Community Services TNPathfinder.org." Pathfinder's branded graphic is on the bottom left of the image.

### ***TNP Instagram Image (2) – 1080 x 1080 px***

Content: Find resources to help you care for your loved ones. Tennessee Disability Pathfinder is here to guide you on your path to community services. Visit TNPathfinder.org or call Pathfinder at 1-800-640-4636 for personal access to an extensive directory of services, community events, trainings and webinars, and disability resources.

Image description: Blue and green background image with two photos of diverse individuals. Top left photo is of two individuals wearing orange and black riding gear and white helmets standing with a bike. Bottom right image is of a woman in a black and white striped top holding a child with curly hair. Text: "Your Guide on the Path to Community Services TNPathfinder.org." Pathfinder's branded graphic is on bottom left of image.

Suggested hashtags: #DisabilityResources #CallPathfinder #TNPathfinder

## TWITTER

### ***TNP Twitter Image (1) - 1600 x 900 px***

Content: Never have to wonder if a community service is the right one for you and your family. Tennessee Disability Pathfinder is here to connect you directly to the services that you need. Let Pathfinder guide your family on your path to community services. Visit TNPathfinder.org.

Image description: Image of a woman bending over a child wearing a blue shirt and red headphones over his ears. Both are in front of a natural wood desk with a black desk lamp and staring out of a window. A green color block with Pathfinder's branded graphic is to the right of image. Text at the bottom of image, "Your Guide on the Path to Community Services TNPathfinder.org," is on a blue color block.

***TNP Twitter Image (2) - 1600 x 900 px***

Content: Find resources to help you care for your loved ones. Tennessee Disability Pathfinder is your guide on your path to community services. Visit TNPathfinder.org or call Pathfinder at 1-800-640-4636 and start your journey today.

Image description: Image of a female medical worker in a white top bending over a man in a wheelchair wearing a striped, orange shirt. Both are in front of a natural wood desk with a black desk lamp and staring straight ahead. A green color block with Pathfinder's branded graphic is to the right of image. At the bottom of image is a dark blue color block with yellow text, "Your Guide on the Path to Community Services TNPathfinder.org."

Suggested hashtags: #DisabilityResources #CallPathfinder #TNPathfinder

**PATHFINDER EN ESPAÑOL (FACEBOOK OR INSTAGRAM)**

***TNP en Español Image (1) – 940 x 788 px***

Contenido: Encuentre recursos para ayudarlo a cuidar a sus seres queridos. Tennessee Disability Pathfinder está aquí para guiarlo en su camino hacia los servicios comunitarios. Visite TNPathfinder.org o llame a Pathfinder al 1-800-640-4636 para obtener acceso personal a un extenso directorio de servicios, eventos comunitarios, capacitaciones y seminarios web, y recursos sobre discapacidad.

Descripción de la imagen: Imagen de bloque de color blanco, verde, amarillo y azul con tres fotos de cuatro personas en el lado izquierdo de la imagen. Texto en la parte superior de la imagen: "DIRECTORIO DE SERVICIOS EVENTOS COMUNITARIOS CAPACITACIONES/SEMINARIOS WEB RECURSOS SOBRE DISCAPACIDAD". El gráfico de marca de Pathfinder se encuentra en la parte inferior derecha de la imagen en un bloque de color azul en donde, aparece el texto: "Su Guía en el Camino hacia los Servicios Comunitarios TNPathfinder.org."

***TNP en Español (2) – 1080 x 1080 px***

**Contenido:** Ya sea que su ser querido es un recién nacido o un adulto mayor, deje que Tennessee Disability Pathfinder guíe a su familia en su camino hacia los servicios comunitarios y los recursos sobre discapacidad. Visite TNPathfinder.org para comenzar su viaje.

Descripción de la imagen: Imagen de fondo azul y verde con dos fotos de una madre, usando un top de rayas blancas y negras, y una hija, usando un top amarillo, abrazadas en la parte superior

izquierda y en la parte inferior derecha de la imagen. Texto en la parte superior derecha: "Su guía en el camino hacia los servicios comunitarios TNPathfinder.org". El gráfico de la marca Pathfinder está en la parte inferior izquierda de la imagen.

Hashtags sugeridos en español: #Recursosparadiscapacitados #TNPathfinder

## COLLATERAL RESOURCES (All social media)

### *Pathfinder Swag Image – 1080 x 1080 px*

Content: Need Pathfinder swag for your next event? To request materials, visit [TNPathfinder.org](http://TNPathfinder.org) or contact [TNPathfindermedia@vumc.org](mailto:TNPathfindermedia@vumc.org). Items are available individually and in Pathfinder Packs.

Image description: Yellow, purple, and green image with purple text at the top left of image: "GET YOUR PATHFINDER SWAG TNPathfindermedia@vumc.org TNPathfinder.org." A photo on the left of the image is of various Pathfinder branded items. To the right of the image is a purple bullet and green background list of the items shown in the picture. Pathfinder's branded graphic is to the top right of the image.

Suggested hashtags: #DisabilityResources #PathfinderSwag #TNPathfinder

## PATHFINDER LIVE (All social media)

### *Tuesday Talk with TNP Image (1) or (2)– 1080 x 1080 px*

Content: Join Tennessee Disability Pathfinder for Tuesday Talk, an interactive Live Q&A featuring disability advocates and qualified professionals from various agencies who provide disability resources throughout the state of Tennessee.

Ask your questions in advance at <https://redcap.link/PathfinderQandA>, using hashtag #AskTNP, or by placing them in the comments section during the Live.

Follow @TNPathfinder on Facebook, Instagram & Twitter for updates on scheduled Live events.

**\*\* Note: Content will need adjusting for Twitter posts. \*\***

Image description 1: White brick background image with a woman with long hair wearing a blue denim top to the left of the image. Text on the right of the image: "Tuesday Talk with TENNESSEE DISABILITY PATHFINDER (branded graphic) HOST SHEENA ADAMS-AVERY FACEBOOK LIVE INSTAGRAM LIVE BIMONTHLY 1 PM CT @TNPATHFINDER." Red dots are in front of the Live social media pages mentioned.

Image description 2: White brick background image with text: “Tuesday Talk with TENNESSEE DISABILITY PATHFINDER (branded graphic) FACEBOOK LIVE INSTAGRAM LIVE BIMONTHLY 1 PM CT @TNPATHFINDER.” Red dots are in front of the Live social media pages mentioned.

***Tuesday Talk LIVE Now Image – 1080 x 1080 px***

Content: Join Tennessee Disability Pathfinder NOW for Tuesday Talk!

Use #AskTNP or drop your questions in the comments section during the Live.

Image description: White brick background image with stacked green square, blue horizontal rectangle, and white brick arched geometric shapes at the center of the image. Text in the arched shape: “Tuesday Talk with TENNESSEE DISABILITY PATHFINDER (branded graphic). Red text, “LIVE NOW” is on the blue shape above Play, rewind, & fast forward symbols. Text “ON INSTAGRAM @TNPATHFINDER is at the bottom of the image.

***Tuesday Talk en Español with TNP Image – 1080 x 1080 px***

Content: Join Tennessee Disability Pathfinder for Tuesday Talk en Español on their Facebook en Español page. Follow them on Facebook for updates on LIVE events.

Image description: White brick background image with text: “Tuesday Talk en Español with TENNESSEE DISABILITY PATHFINDER (branded graphic).” A red dot to the left of text, “EN FACEBOOK LIVE,” is on the bottom right of the image.

Suggested hashtags: #TuesdayTalk #AskTNP #TNPNavigates (add topic of the Talk here) #DisabilityResources #TNPathfinder #TuesdayTalkenEspanol

***Tuesday Talk en Español (sp) – 1080 x 1080 px***

Contenido: Únete a Tennessee Disability Pathfinder para Tuesday Talk en Español en nuestra página de Facebook en Español. Síguenos en Facebook para obtener actualizaciones sobre eventos EN VIVO.

Descripción de la imagen: Imagen de fondo de ladrillo blanco con texto: "Tuesday Talk en Español with TENNESSEE DISABILITY PATHFINDER (branded graphic)". Un punto rojo a la izquierda del texto, "EN FACEBOOK LIVE", está en la parte inferior derecha de la imagen.

Hashtags sugeridos: #PreguntasYrespuestas #Recursosparadiscapacitados #TNPathfinder #TuesdayTalkenEspanol