

Kia Australia: Downloading and editing social media assets

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Social media is a great way to engage existing customers in your local market. All Kia Parts Online program dealers have access to FREE customisable assets for your dealership's Facebook, Instagram and Twitter profiles!

What are social media assets?

If you have digital marketing as a part of your package with SimplePart, you can use social media templates for each OEM-sponsored promotion. These assets include both images and captions.

You can download assets for each promotion for Facebook, Instagram and Twitter and add your own site URL to the posts. Customers will see the social media post, be alerted to the promotion, and then shop your site with ease.

You can use these customisable assets to spread awareness of your Kia Parts Online program website, as well as inform your customers about upcoming sales or promotions.

To download the files, just right click your mouse and select save image as to save the files to your computer.

Customisable Facebook Social Media Asset

Customisable X (Twitter) Social Media Asset

Customisable Instagram Social Media Asset

You can customise your the social media graphics by adding your dealership name. Here's how:

1. Click on the highlighted blue box at the bottom that says "parts.kiadealer.com"
2. Type in your dealer URL
3. At the top and go to File "Save As"
4. Select the folder you would like to save your new file in
5. In the bottom left corner click on "Convert to" and select "JPEG (*.jpg)" then hit save.

Posting graphics and copy on your social media accounts

1. Download the items you'd like to use and open the files. These are editable PDFs that you can customise with your dealer url.

2. Log into your dealer's Facebook account on your computer and upload the Facebook asset graphic from your computer's download folder.
3. Copy and paste the captions from the caption documents and enter your site URL into the copy where instructed.

You can do the same for Twitter. Note: Instagram does not allow for clickable links in their captions, so you will be able to upload the graphic and the caption copy, but you will not be able to include a link to your website. To learn how to add a link in your bio on Instagram so that customers can get to your site, click [here](#).

For questions on how to leverage your social media assets, call our CSC team at 1 800 810 103 or email at service@infomedia.com.au.
