SOCIAL MEDIA GUIDE
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This is a guide to be used for all advertisements from internal and external entities using official SNMA platforms.

As one of the largest organized platforms for medical students of color, we are asked to advertise everything under the sun. As you can imagine, we can’t accommodate everyone.

Therefore, we prioritize:
• Internal programming from our National Committees
• Established partners with Memorandums of Understanding (MOU) on record.

All other requests can be advertised in our weekly Opportunities Newsletter. Submissions to the Opportunities Newsletter can be sent to marketing@snma.org with all advertising material, links, and a brief description. For information about making an external organization an official partner of the SNMA, contact the EAC.

We have a split second to capture our audience’s attention. Make it count! The following suggestions are intended to enhance your advertisement’s maximum potential.

**Sizing:** Size Matters!
• If going on all platforms, use the universal square (1080w x 1080h)
• Instagram (1080w x 1080h); Instagram Stories (1080w x 1920h); Facebook and LinkedIn (1200w x 629h); Twitter (1024w x 512h); [tip: Canva is useful for resizing]

**Graphic:** Repeat after us... PEOPLE, PEOPLE, PEOPLE! Our audience engages more when there are human faces—ones that look like them—on their screen.
• Consider using images related to the SNMA as your advertisement when you can. We promise they will pay attention more!
• Make sure that the image is a high quality jpeg or png (i.e. not blurry or pixelated)

**Typography:** Remember, we can’t waste that split second. Finding the perfect font means...
• Have fun with it, BUT make sure it can be easily read. We won’t detract from your creative freedom.
• Make sure there’s enough color contrast between it and your background image so that we can see what you’re saying!
• Proofread!

**Logo:** We have guidelines for how our logo is to be used. Check the PPM for the visual standards guide. In short, use the official one, please!

**Videos:** In general, prop your camera up in a quiet location for a stable, audible video. Export it in the highest possible quality (1080p). If using music, please ensure it is NOT copyrighted (royalty free music suggestions audiojungle.com, free-stock-music.com, bensound.com). If using a script, send along with the video for closed captioning.
• IG & Facebook: Landscape orientation; Time Limit: 1-2 minutes long
• IG Stories: Portrait orientation; Time limit: 60 seconds
• Twitter: Time limit: 2 minutes and 20 seconds
• YouTube: Landscape orientation; No time limit (aim for 8-10 minutes)
Successful branding for a large nonprofit organization is rooted in **intentionality**. With a detailed and thorough marketing plan designed by GRC Strategies, LLC, prior preparation is not only valuable but essential.

The standard deadline for advertisements to be submitted to the External Affairs Committee is **THREE (3) weeks** prior to your opportunity or deadline [whichever comes first]. This is to ensure that we find space in our preplanned calendar for your special moment to be spotlighted

- one week prior to your event
- the week of your event
- and in story format the day before.

*Emergency announcements and exceptions will be considered on a case by case basis.*

Our reach has expanded to several platforms that we update regularly. We are on Instagram, Facebook, Twitter, LinkedIn, and YouTube. We also have the SNMA365 mobile app that is linked to most of our accounts. That means your post has so much potential to reach who it needs to.

We ask that you consider the purpose of your post in requesting which sites to use. Our default is IG, TW, FB, and LinkedIn. If you have a post specifically concerning **job recruitment**, LinkedIn is for you. If it’s a video you want shared, consider YouTube. Remember, **INTENTION!**

Shameless plug—follow us on all of our accounts. THANKS!

**Next Steps**

1. Reach out to us with the subject line “**ATTN: Advertisement for XYZ.**”
2. We will promptly respond to your email with this guide attached as a reminder and a brief form to collect some vital information from you.
3. Confirmation will be sent upon receipt of the completed form with details of when to expect your hard work to be showcased.
4. In the chance that your request is not granted, we will gladly forward your opportunity to Marketing to make sure it is highlighted in our Opportunities Newsletter.