

## 2018 Social Media & Newsletter Guidelines

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The Lincoln Chamber of Commerce is pleased to provide opportunities for members to post information, promotions, and events in our semi-monthly newsletter, and to cross-promote on our Facebook page. Please note that in order to make sure that we are effectively reaching your target audience in a meaningful way, the following guidelines **MUST** be followed:

### GENERAL GUIDELINES

1. We will accept 1 post per member per month for each platform (newsletter & Facebook)
2. Include **Facebook Request**, **Newsletter Request** or **All Media Request** (Facebook & Newsletter) in the subject line of your email so we know where to direct the content
3. You must indicate what your submission will be linked to: a larger version of the image/document, your event registration, your Facebook page, or your website.
4. **Deadlines:** please send information with as much advanced notice as possible, as content is scheduled up to one month in advance. We will do our best to accommodate your request; any requests that come in with less than 5 business days' notice will not be considered
5. All content will be reviewed by the Chamber staff, and inclusion in our social media or newsletters is at the discretion of the Chamber Board and in compliance with social media platform guidelines

### NEWSLETTER GUIDELINES

1. All content must be provided as a **.pdf**, **.jpeg** or **.png** type file.
2. **Maximum size** is equivalent to an 8.5x11 sheet of paper
3. Deadlines for submission: the **9<sup>th</sup>** and **23<sup>rd</sup>** of each month. Newsletters will generally be sent out on the 1st and 15th of each month (or the closest business day to those dates) from September - May, and on the 15<sup>th</sup> of the month for June, July and August.

#### *CHECKLIST for NEWSLETTER SUBMISSION*

- ┆ Size is equivalent to the proportions of an 8.5x11 sheet of paper
- ┆ File is in pdf, jpeg or png format
- ┆ URL/Link is included (indicate if it is to be linked to larger version of image or website)

### SOCIAL MEDIA GUIDELINES

1. All content must be provided as a **.jpeg** or **.png** type file.
2. **Size must be 940px by 788px or in that proportion**
3. Deadlines for submission: **1 month** prior to preferred posting date.

#### *CHECKLIST for FACEBOOK SUBMISSION*

- ┆ Size is equivalent to the proportions of 940px by 788px
- ┆ File is in jpeg or png format
- ┆ URL/Link to your Facebook page is included