



CORPORATE SOCIAL MEDIA TOOLKIT

#USHCCLegislative

#USHCCDallas



CORPORATE SOCIAL MEDIA TOOLKIT

For all Legislative Summit related media posts use: #USHCCLegislative

Deadline of March 1, 2017 for any Legislative Summit Content

For all National Convention related media posts use: #USHCCDallas

Deadline of September 8, 2017 for any National Convention Content

Thank you for your interest in the USHCC's digital communications platforms. We're delighted to work with your team on promoting your work across our networks.

In order to accommodate requests, please let us know about any requests at least **one (1) week ahead** of your desired posting date.

Likewise, please include your **social media handles** in order to allow us to better amplify your content.

USHCC Social Media Accounts:

-  facebook.com/ushcc
-  twitter.com/ushcc
-  youtube.com/ushcctv
-  instagram.com/theushcc

USHCC Communications & Marketing Team:

For social media inquiries and requests, please contact:

SUSAN FARHANG

Manager of Digital Marketing and Communications
sfarhang@ushcc.com

For press, media, and other inquiries, please contact:

press@ushcc.com

Facebook:

- Please provide all language for posts, including links and hashtags.
- Every post should be accompanied by a graphic (JPEG format) or video.



United States Hispanic Chamber of Commerce

January 17 at 1:59pm · Washington · 🌐

Johnson & Johnson Health and Wellness Solutions is teaming up with Plug and Play Technology Center to launch the #Health and #Wellness #Technology Accelerator. This initiative supports innovative, early-stage companies developing direct-to-consumer solutions that enhance wellness.

Applications for the first group opened January 6 and close on February 15, 2016. The program kicks off on March 31, 2016. To apply, please visit: <http://bit.ly/applyhealth>



Connected Health



Health will always be of vital importance. It's time to see the future.

PLUGANDPLAYTECHCENTER.COM

Example



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Twitter:

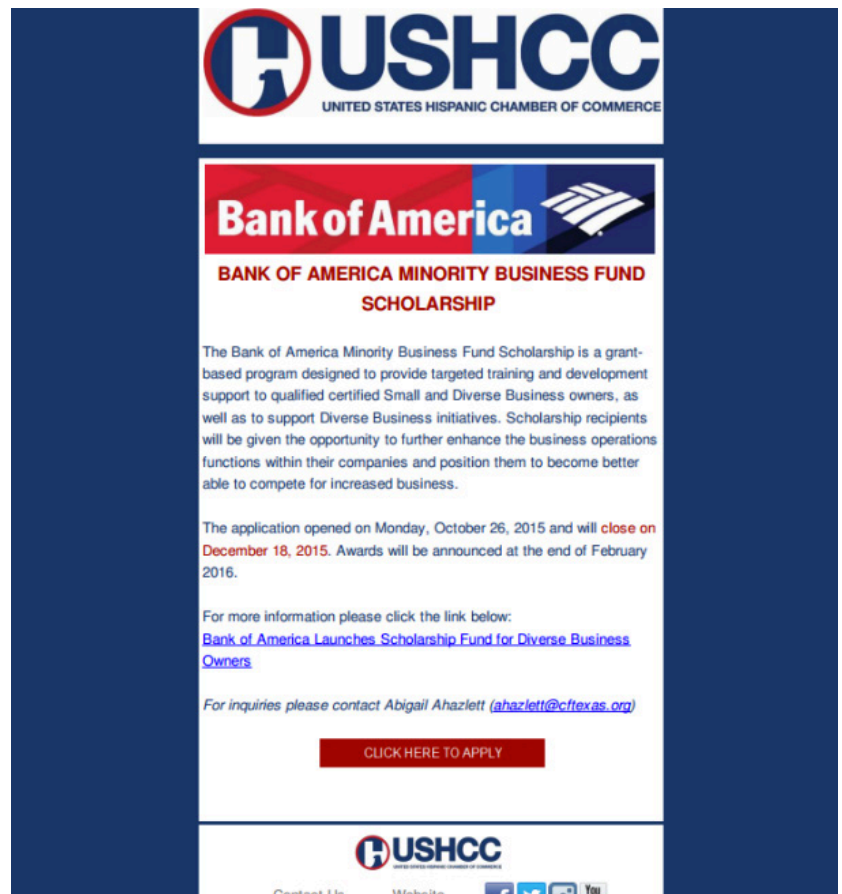
- Please provide all language for tweets, including links and hashtags. Remember to keep tweets at 140 characters or less.
- Whenever possible, please provide graphics and/or video links.



Example

Email Blasts:

- Please provide all language, including links and hashtags.
- If providing email in a PDF, file cannot be larger than 5MB. Please note: we would strongly encourage you to send as a PDF.
- Every email blast should be accompanied by a graphic (JPEG format).



Example

We promote videos on our YouTube page on a case-by-case basis. We also cross-promote graphics on Instagram when appropriate.