



USHCC

UNITED STATES HISPANIC CHAMBER OF COMMERCE

SOCIAL MEDIA TOOLKIT

#USHCCLegislative

#USHCCPhilly

SOCIAL MEDIA TOOLKIT

For all Legislative Summit related media posts use: **#USHCCLegislative**
Deadline of March 30, 2018 for any Legislative Summit Content

For all National Convention related media posts use: **#USHCCPhilly**
Deadline of August 20, 2018 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.

Facebook:

- Please provide all language for posts, including links and hashtags.
- Every post should be accompanied by a graphic (JPEG format) or video.
- PDFs cannot be shared on Facebook, please provide a URL or JPG instead.
- Graphic size for Facebook: 810px x 450px

USHCC Social Media Accounts:

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

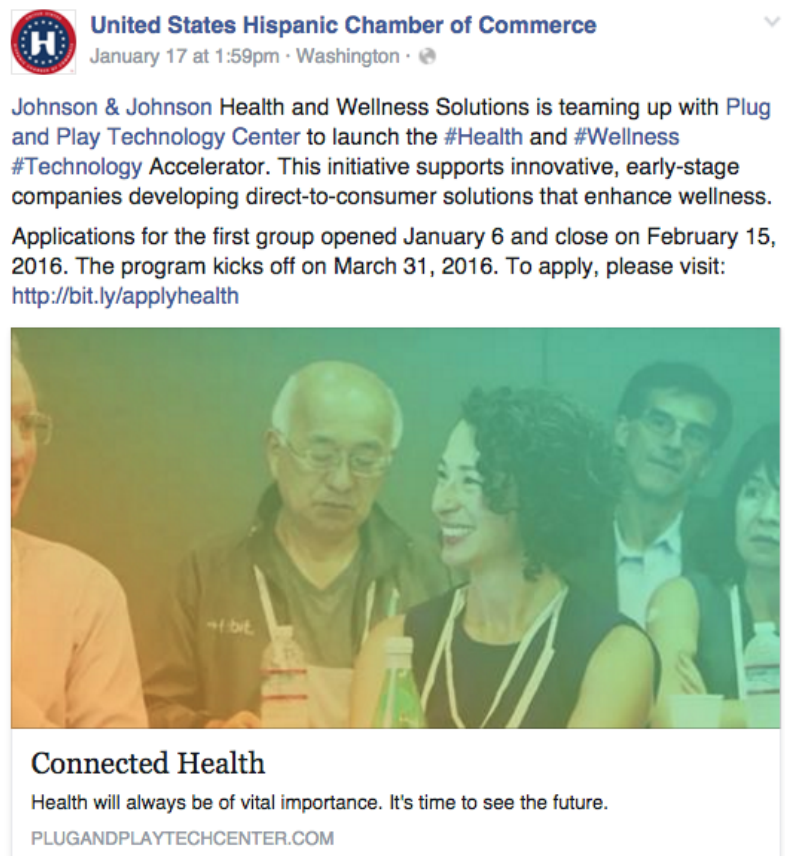
USHCC Communications & Marketing Team:

For social media inquiries and requests, please contact:

SUSAN FARHANG
Director of Marketing
sfarhang@ushcc.com

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

press@ushcc.com



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



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.
- PDFs cannot be shared on Twitter, please provide a URL or JPG instead.
- Graphic size for Twitter: 1024px x 512px



Example

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
Director of Marketing
sfarhang@ushcc.com

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

press@ushcc.com

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).
- Graphic for eblast header: 600px x 200px
- General graphic for eblast: 800px x 800px



Example

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