

NATIONAL COUNCIL FOR BEHAVIORAL HEALTH

Social Media Guidelines for NatCon21 Sponsors

ABOUT

For NatCon21 sponsors, we are thrilled to offer social media opportunities via the National Council for Behavioral Health social channels. Available channels include Facebook, Twitter and Instagram.

GUIDELINES

- All posts submitted must have media (e.g., link, graphic or video properly sized for channel).
- All posts must be submitted by Monday, April 5, 2021.
- Sponsors will ensure that links shared have a properly sized link graphic based on channel.
- Proposed social posts should be submitted with all details needed for publishing.
- Graphics/videos will be created by the sponsor.
- Graphics/videos should include the sponsor's logo.
- National Council's logo will be provided upon request.

WHAT TO EXPECT

- National Council will provide space on its social media calendar for one-time promotion across the previously mentioned channels.
- Sponsors can expect their post to be shared before the end of April.
- National Council will notify the sponsor the week of the date their post is to be published, with the link to the post(s) after publishing.

SOCIAL MEDIA SPECS

- Graphic dimensions based on channel:
 - *Facebook*: 1200x630
 - *Twitter*: 1200x628
 - *Instagram*: 1080x1350
- For Instagram only, videos must be less than 60 seconds for newsfeed publishing.