PIH Engage Social Media Guidelines

As many Engagers have observed, social media can be an invaluable tool for reaching new potential members and supporters. With this in mind, we’re excited to announce that provided the ground rules outlined in this document are met, PIH Engage team Instagram accounts are permitted.

Ground rules:

1. Your team must submit a signed Licensing Agreement before creating a PIH Engage team Facebook Group or Instagram account.

2. PIH Engage team Facebook Pages, Twitter accounts, TikTok accounts, and other social media platforms are not permitted, however, team members are welcome to post about PIH Engage on social media from personal accounts provided those accounts do not claim to represent Partners In Health or PIH Engage. Team websites or webpages are generally discouraged, but if you feel creating one is important to your team, please email engage@pih.org.

3. Instagram accounts must be named “PIH Engage (Team Name)” with an Instagram handle that starts with “pihengage.” Facebook Groups should be created following the steps outlined below.

4. The URLs to any team Instagram account must be emailed to engage@pih.org. Please also follow @PartnersInHealth on Instagram and invite Staff-PIH Engage to join your Facebook Group.

5. Failure to comply with the guidelines provided in this document could result in your team’s affiliation termination. If you have any questions, please email engage@pih.org

How to create a PIH Engage Facebook Group:

Step 1:

[Image of Facebook interface showing how to create a group]
Step 2:

Make sure to ONLY change the team name.

Examples:
1. PIH Engage Georgia State University
2. PIH Engage Bainbridge Island
3. PIH Engage Chicago Young Professionals

The group privacy should be set to public group.

Please invite Staff-PIH Engage to join your group!
Step 4: Group Description (all you have to do is copy/paste the information below)!

Partners In Health Engage **INSERT TEAM NAME** is part of a network of teams around the U.S. joining forces to advance the movement for universal health care. We believe that all individuals, no matter where they live, have a fundamental economic, social, and cultural right to a universal standard of health. By working in collaboration with Partners In Health, a global health and social justice nonprofit that provides care in some of the world’s most impoverished places, we aim to bring attention to the global disparity in access to health care and push for global change.

We call our Congressional representatives, educate our peers, share resources, and raise funds, all in support of the right to health movement. We believe that together, we can build a more just and equitable world, where everyone has access to the care they need.

Join us and help build the movement.

Additional Resources for Facebook Groups:

1. Need a cover picture for your Facebook Group? Here are four options! Please **DO NOT** use any other picture than the ones provided.
   a. Option 1: Haiti Malnutrition Clinic
   b. Option 2: Haiti OCV
   c. Option 3: Casa Materna Mexico
   d. Option 4: Burera Home Visit
2. Wondering where you can find the PIH Engage logo? Check it out [here](#)!  
3. Please see the next pages for tips on how to use social media for organizing and branding guidelines. Do not use colors that are not listed in the document. Do not modify the logos. If you have questions – ask your coach or write to [engage@pih.org](mailto:engage@pih.org), we’re here to help!
How to incorporate social media use into organizing strategy:

It's important that to view social media as a supplement, rather than a substitute, to the relationship building that's core to PIH Engage's work. Movement building requires closely-tied networks of people who take consistent, significant action and practice leadership. Broadcast messaging can serve to start new relationships but won't help us achieve our goals if it's not quickly followed with more personal relationship building. (For more on this topic, see Malcolm Gladwell's "Small Change." This perspective is not without its critiques, but it's important to consider the depth of commitment required to achieve our goals and the difficulty of reaching that engagement without building strong interpersonal relationships.) The chart below details some examples of how your team might use social media as part of a broader strategy:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Social Media Tactic</th>
<th>Relational Tactic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruit 10 new members to join the team</td>
<td>Post a sign-up sheet or event details for an intro meeting</td>
<td>Reach out for a one-on-one with everyone who signed up or registered to attend the intro meeting</td>
</tr>
<tr>
<td>Get a Member of Congress to sign a Dear Colleague Letter</td>
<td>Post instructions for how to call your Member of Congress about the letter</td>
<td>Follow up individually with everyone who calls or likes your post, inviting them to join you for a training to meet with your Member of Congress</td>
</tr>
<tr>
<td>Receive 50 contributions for fundraising campaign</td>
<td>Each member posts about their own fundraising goal, and these posts are amplified from the team account. Thank donors both in the post comments and privately.</td>
<td>After setting goals with your team for how many donors each member needs to recruit (e.g. 10 team members each recruit 5 donors), make calls and send individual emails to friends and family who are most likely to contribute, send personalized reminder messages, and thank those who contribute.</td>
</tr>
<tr>
<td>Get 50 community members to attend your team's event</td>
<td>Post about the event, asking people to confirm attendance, and follow up individually with all who do.</td>
<td>After setting goals with your team for how many people each member needs to recruit (e.g. 10 team members each recruit 5 friends), check in regularly on each member's progress to date (e.g. &quot;How many of the 5 people confirmed they're able to attend? What are their names? Who else are you planning on recruiting?&quot;), and remember to confirm recruitees' commitment to attend 3X.</td>
</tr>
</tbody>
</table>

As suggested by this table, a helpful practice for posting on social media is to always ask, "How does this contribute to our team's goals?" before posting. Often times, personal accounts receive more engagement than group accounts, so any teams using team social media accounts are encouraged to have members post on their own or amplify messages from the team account.
Over the past 25 years, the hands in our logo have become synonymous with high-quality health care among our staff, patients, partners, and supporters around the world. The hands were designed to emulate the human core of our work, while the angle of the hands suggests an innovative, collaborative energy. The word “Partners” has been emphasized to indicate the importance of partnerships in shifting policies and mobilizing resources to expand access to health care for the poor on a world scale.

ABOUT OUR LOGO

All logos can be found on the intranet under Communications Tools and Resources, or in Merlin.

For more information about Merlin access and use, please email: communications@pih.org.
PART I: VISUAL IDENTITY GUIDELINES

LOGO COLOR OPTIONS

The primary color combinations for the logo consists a logo in PIH Orange against a white background, or the reversal (white against PIH Orange).

When using a photographic background, a white logo should be placed on an area of the image that is free from visual clutter.

It is occasionally necessary and encouraged to apply a subtle gradient beneath the logo to ensure proper contrast and visibility.

If the aforementioned combinations are not possible, use a dark grey logo as a last resort.
PART I: VISUAL IDENTITY GUIDELINES

LOGO STRUCTURE

Maximizing Impact
The logo should be surrounded with clear space that contains neither text nor graphics to ensure its legibility and impact. The size of the clear space is at least equal to the height of the ‘r’ in “Partners.”

Ensuring Legibility
The graphic containing the hands in the logo, site logos, and affiliate country logos should never appear smaller than ⅛ inch or 9½ mm (print) or 38 pixels high (screen).

Using Partner Logos
The PIH logo should have the same visual weight as our partner logos and the minimum amount of clear space should separate each logo.

LOGO DON'TS

Respecting the Logo
The logo is central to the visual identity system and should not be altered in any way. Unofficial logos may NOT be used in place of, or in conjunction with, the official logo. The graphic containing the hands should not appear unaccompanied by “Partners In Health” unless approved by the Marketing and Communications department. Please only use the PIH Engage logo at left (and downloadable from the link included above).

Adding Your Team
If you’d like to add your team name to the logo, be sure to follow these instructions:
• Add your team name on a new line, beneath the word “ENGAGE.”
• Only use the font “Calibiri” or “Myriad Pro Light” in 70% black.
• Right align the team name so it is justified with the last ‘E’ in “ENGAGE.”
• Capitalize the first letter of each word only.
• Make sure your team name does not extend beyond the width of the primary logo. The team name should not be more than 50% of the size of “ENGAGE.” If needed, split your team name into two lines.

<table>
<thead>
<tr>
<th>Partners In Health</th>
<th>Partners In Health</th>
<th>Partners In Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>DO NOT stretch or distort</td>
<td>DO NOT change the color</td>
<td>DO NOT change the configuration</td>
</tr>
<tr>
<td>Partners In Health</td>
<td>Partners In Health</td>
<td>Partners In Health</td>
</tr>
<tr>
<td>DO NOT change the scale</td>
<td>DO NOT add unapproved elements</td>
<td>DO NOT add a border or outline the symbol</td>
</tr>
<tr>
<td>Partners In Health</td>
<td>Partners In Health</td>
<td>Partners In Health</td>
</tr>
<tr>
<td>DO NOT separate the symbol from the type</td>
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</tbody>
</table>
PART I: VISUAL IDENTITY GUIDELINES

TYPOGRAPHY TREATMENT

Font
When Whitney is not available, use Calibri or another Sans Serif font.

Title Treatment
Exemplified on the right are suggested treatments for title copy. Although title styles are flexible, it is generally recommended to keep the size between 24pt and 70pt, and the weight between Semibold and Black.

Text and background colors generally involve a shade of grey on a white background, or white text on PIH Orange.

Universal Health Coverage (UHC) dominates the global health discourse today. But vital issues are obscured or woefully underrepresented in that discourse, while a misdirected push to privatize care risks increasing health inequities in the name of insurance coverage.

If UHC is to be truly transformative and lead to the fulfillment of the right to health for all, it must address the full extent of health needs of all people, with special attention to the poorest and most vulnerable communities.

Community health workers Yadira Roblero and Magdalena Gutiérrez make home visits in Chiapas, Mexico. Photo by Aaron Levenson / Partners In Health

Body Treatment
Exemplified on the right is the standard treatment for body text. It is strongly suggested to use a font size of 10.5pt, a leading of 13pt, and a weight of Book or Medium.

Text and background colors generally involve a dark grey on a white background, or white text within a dark colored box.

Caption / Credit
Exemplified on the right is the standard treatment for caption and credit text.

For the caption, it is strongly suggested to use a font size of 8pt or 8.5pt, a weight of Book or Medium, and a leading of 10.5pt or 11pt, respectively.

The credit should exist inline with the caption at a lighter weight, smaller font size, and italic styling.

Text and background colors generally involve a dark grey on a white background, or white text within a dark colored box.
PART I: VISUAL IDENTITY GUIDELINES

COLOR PALETTE

Primary Color
PIH Orange is the principal color of our brand. It is often used as a backdrop behind small amounts of text—including on headings, banners, donate buttons, and other calls to action—as well as on logos and much more.

Orange has a brightening effect and is one of the most distinctive aspects of our visual identity.

Text Colors
White and Text Gray are the suggested colors to use on text of all lengths. These offer the most contrast against the rest of the PIH palette.

Grayscale
Range of grays can be used for fills and decorative elements.

Supporting Colors
The five colors to the right are to be used in tandem with the primary and text colors. They serve to add variety to the palette. In many situations (e.g., when used as an infographic or text container) a tint is necessary to balance color with contrast.