PIH Engage Social Media Guidelines

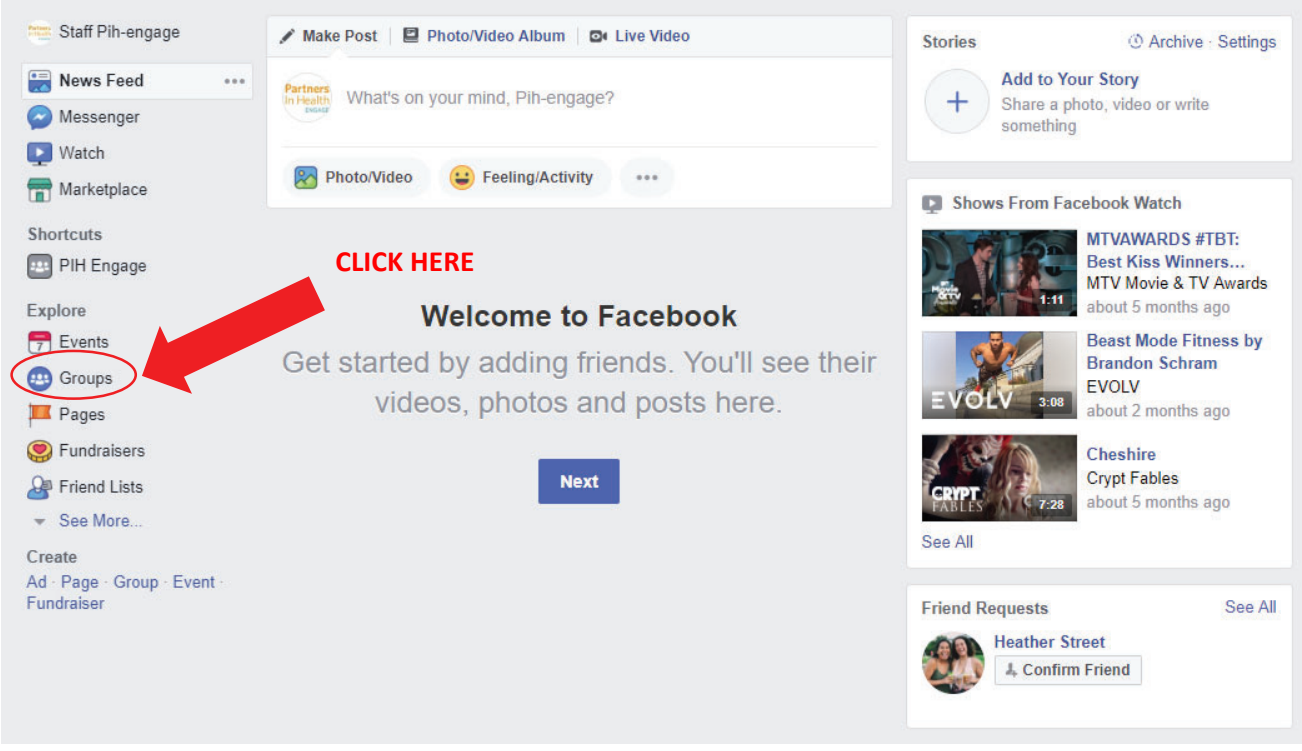
As many Engagers have observed, social media can be an invaluable tool for reaching new potential members and supporters. With this in mind, we're excited to announce that **provided the ground rules outlined in this document are met, PIH Engage team Instagram accounts are permitted.**

Ground rules:

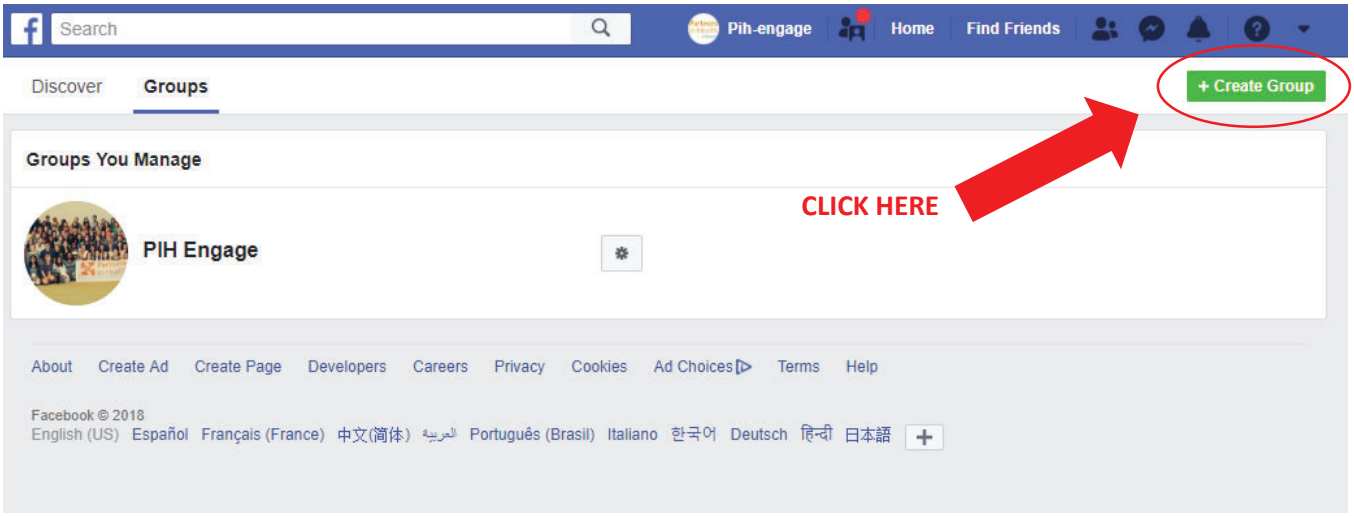
1. Your team must submit a signed Licensing Agreement before creating a PIH Engage team Facebook Group or Instagram account.
2. PIH Engage team Facebook Pages, Twitter accounts, TikTok accounts, and other social media platforms are not permitted, however, team members are welcome to post about PIH Engage 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:

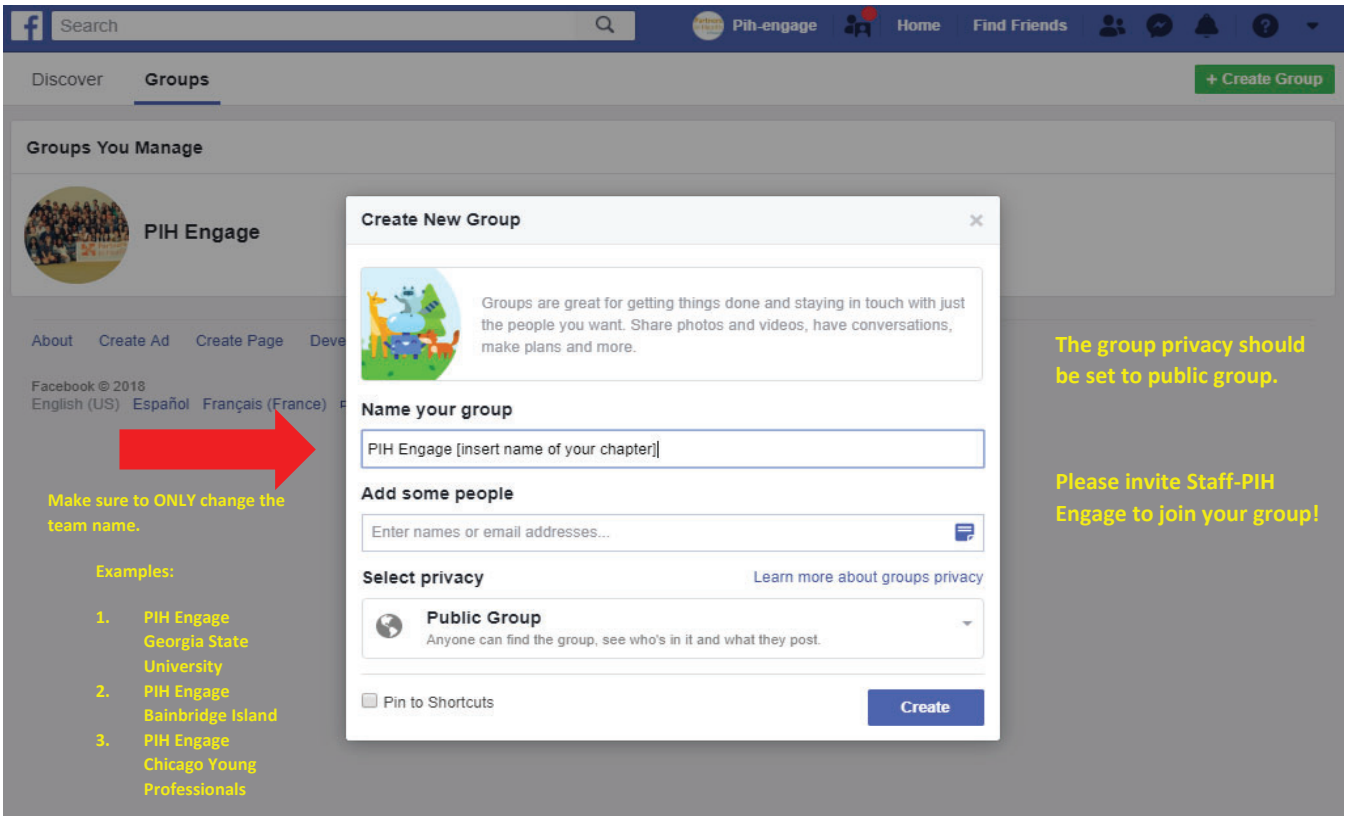
Step 1:



Step 2:


Search
Pih-engage
Home
Find Friends
Discover
Groups
+ Create Group
Groups You Manage
PIH Engage
CLICK HERE
About
Create Ad
Create Page
Developers
Careers
Privacy
Cookies
Ad Choices
Terms
Help
Facebook © 2018
English (US) Español Français (France) 中文(简体) العربية Português (Brasil) Italiano 한국어 Deutsch हिन्दी 日本語

Step 3:


Search
Pih-engage
Home
Find Friends
Discover
Groups
+ Create Group
Groups You Manage
PIH Engage
About
Create Ad
Create Page
Facebook © 2018
English (US) Español Français (France)
Create New Group
Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.
Name your group
PIH Engage [insert name of your chapter]
Add some people
Enter names or email addresses...
Select privacy
Learn more about groups privacy
Public Group
Anyone can find the group, see who's in it and what they post.
Pin to Shortcuts
Create
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, 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:

Goal	**Social Media Tactic**	**Relational Tactic**
Recruit 10 new members to join the team	Post a sign-up sheet or event details for an intro meeting	Reach out for a one-on-one with everyone who signed up or registered to attend the intro meeting
Get a Member of Congress to sign a Dear Colleague Letter	Post instructions for how to call your Member of Congress about the letter	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
Receive 50 contributions for fundraising campaign	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	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
Get 50 community members to attend your team's event	Post about the event, asking people to confirm attendance, and follow up individually with all who do.	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. "How many of the 5 people confirmed they're able to attend? What are their names? Who else are you planning on recruiting?), and remember to confirm recruitees' commitment to attend 3X.

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.

Official Logo

ABOUT OUR **LOGO**

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.

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.

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).

Partners In Health

Partners In Health

Primary Color Combinations

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 ecouraged 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.

Photo Overlay (Example)

LOGO **STRUCTURE**

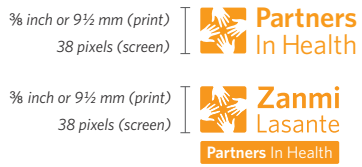
Maximizing Impact

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."

Minimum Spacing

Ensuring Legibility

The graphic containing the hands in the logo, site logos, and affiliate country logos should never appear smaller than ⅜ inch or 9½ mm (print) or 38 pixels high (screen).



Minimum Sizing

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.

Co-Branding (Example)

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.

DO NOT
stretch or distort

DO NOT
change the color

DO NOT
change the configuration

DO NOT
change the typeface

DO NOT
change the scale

DO NOT
add unapproved elements

DO NOT
separate the symbol from the type

DO NOT
add a border or outline the symbol

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 invovle a shade of grey on a white background, or white text on PIH Orange.

Subtitle Treatment

Exemplified on the right are suggested treatments for subtitle copy. Although these styles are likewise flexible, it is generally recommended to keep the size between 12pt and 16pt, and the weight between Semibold and Black.

Text and background colors generally invovle a dark grey on a white background, or white text within a colored box. See "Typography Dividers" for suggested framing options.

Impact

Whitney Semibold | 70pt Font Size | Title Case

THE RIGHT TO HEALTH

Whitney Bold | 24pt Font Size | All Caps

PIH'S SERVICE DELIVERY

Whitney Bold | 16 pt Font Size | 90 Tracking | All Caps

Comprehensive care for the full burden of disease

Whitney Bold | 12 pt Font Size | Sentence Case

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 invovle a dark grey on a white background, or white text within a dark colored box.

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.

Whitney Medium | 10.5 pt Font Size | 13 pt Leading | Sentence Case

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 invovle a dark grey on a white background, or white text within a dark colored box.

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

Whitney Medium and Light Italic | 8 pt Font Size | 10 pt Leading | Sentence Case

Beatrice Charles is one of the mothers who, in the last weeks of her pregnancy, lived and received care at Kay Manmito, the maternal waiting home we opened this year at University Hospital in Mirebalais, Haiti.
Photo by Cecille Joan Avila / PIH

Whitney Book Italic | 8.5 pt and 7 pt Font Size | 11 pt Leading | Sentence Case

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.

PANTONE 2013 C
CMYK 0 46 100 0
RGB 255 152 0
Web #FF9800

PIH Orange

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.

PANTONE —
CMYK 0 0 0 0
RGB 255 255 255
Web #FFFFFF

White

PANTONE —
CMYK 71 65 64 68
RGB 40 40 40
Web #282828

Text Gray

Grayscale

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

Web #FFF0E5

Off White

Web #C4C4C4

Light Gray

Web #B0A69E

Warm Gray

Web #555555

Cool Gray

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 (i.g: when used as an infographic or text container) a tint is necessary to balance color with contrast.

PANTONE 7433
CMYK 0 75 15 15
RGB 209 89 128
Web #D15980

PANTONE 3262 CP
CMYK 75 5 35 0
RGB 58 177 180
Web #3AB4B1

PANTONE 2112 C
CMYK 95 93 22 14
RGB 50 51 114
Web #323372

PANTONE 357 C
CMYK 89 46 66 38
RGB 15 81 73
Web #0F5149

PANTONE 7408
CMYK 4 25 100 0
RGB 246 190 0
Web #F6BE00

PIH Magenta, PIH Teal, and PIH Purple, PIH Green, and PIH Yellow

20%, 40%, and 60% Tints