



# Social Media Guidelines & Resources

First and foremost, thanks for being a part of the MEDLIFE Movement. We are grateful to have you tell MEDLIFE's story, and proud of how you inspire students everywhere to join our Movement!

For this school year, we challenge all our Chapters to have a greater social media presence. As we are based in Lima, Peru, our online presence is crucial to putting a face to our organization and representing MEDLIFE on a global scale. And you are all an important part of this! Please have your social media officer or advertising officer read through and follow these guidelines and resources so we can create a more cohesive brand presence online, that will lead to the growth of our Movement.

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# Social Media

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As a Chapter, you should be active on social media. This is a great way to grow your on campus presence, as well as help our organization grow. Many students who write into us wanting to start their own Chapters do so because they see the great work you are all doing online! Your Chapter ideally utilizes either Facebook or Instagram if not both platforms. While you have the creative freedom to design posts and speak to your base, please follow these basic guidelines.

## The Basics

Our organization is an acronym (Medicine, Education, and Development for Low Income Families Everywhere). Therefore our name should always be written in all capital letters as MEDLIFE - **not** MEDLife, Medlife, medlife, or MEDlife.

## Logo Usage

As many of you know, making the MEDLIFE logo school-specific can improve your Chapter's recognizability on-campus. But, if you are modifying the logo, it needs to be recognized as the MEDLIFE logo too!



- Acceptable modifications include:
  - Adding your school / Chapter name below the logo
  - Placing your mascot / school letters in the red circle
  - Changing the background color
- Please do not:
  - Change the color scheme
  - Remove the sun rays
  - Distort the dimensions
- Once you have created your school specific logo, it must be sent to your Chapter Manager for approval.
- Keep in mind that universities usually require that you obtain approval for use of their logo in any promotional materials/posters, etc. After making your Chapter-specific MEDLIFE logo, submit an approval form to your university before using it.
- With approval, please make your customized logo your profile picture on social media.

## **The About Section of Your Social Media Accounts**

- Please include a mission section and drop in the following text
  - “To build a worldwide Movement empowering the poor in their fight for equal access to healthcare, education, and a safe home. Vision: A world free from the constraints of poverty.”
- If you utilize Instagram or other social media platforms, please include links to our website in the About section, and our hashtag #MEDLIFEMovement

## **Facebook Usage**

Facebook is a great way to promote your Chapter on campus, and specifically your meetings, volunteering, and fundraising events. To increase engagement and attendance, create Facebook events, change your cover photos to the event photo, or post about it. Encourage other E-Board members / leaders in your Chapter to repost and share these events on their profile, change their cover photos, etc. to promote large-scale events. Ensure that you and all the E-Board members invite everybody they know to these Facebook events for the most exposure possible.

## **Instagram Usage**

Instagram is a wonderful platform to post photos from various events to ensure that students attending these events are recognized, and remember the MEDLIFE events they went to. Instagram stories can also be utilized during or after an event to promote it as it's happening or to reminisce on a past, successful event.

Instagram can also be used to post member spotlights that focus on a particular, outstanding member and their involvement and journey with your MEDLIFE Chapter.

Finally, Instagram can be a very informative platform to post patient stories, short video snippets, photos of your Chapter's SLTs, and MEDLIFE's current initiatives and projects (i.e. the MED Center).

## **Other Social Media Usage**

If Snapchat, Twitter, TikTok, or another form of social media is popular on your campus, we encourage you to create relevant MEDLIFE Chapter specific accounts.

Also, on all social platforms, we recommend you post opportunities to donate to the MEDLIFE Project Fund or to your Service Learning Trip participation fees. This speaks to the general public, and not just people in your Chapter.

## Inspiration for Chapter Social Media Accounts

Some Chapters are already using social media as a creative way to raise awareness about MEDLIFE on their campus. Use each other as a resource and follow other Chapters' social media to support one another and bounce different ideas off of each other. This is a way you can expose yourself to what other Chapters are doing and recreate their events at your school!

Here are a few Chapters that created interesting or engaging social media accounts or campaigns on their campus:

- [University of Puerto Rico, Rio Piedras MEDLIFE Instagram](#)
  - One of our most active Chapters on Instagram, UPR Rio Piedras constantly posts updates about their Chapter, informative posts about events, and utilizes all the functionalities of Instagram (e.g. story highlights, stories, etc.) to keep people engaged.
- [MEDLIFE Miami Instagram](#)
  - MEDLIFE Miami of Ohio's Instagram does a great job utilizing graphics and engaging photos that speak to THEIR Miami audience.
- [MEDLIFE at SDSU Instagram](#)
  - Offering a wide range of unique events, fundraisers, and more, this Chapter constantly has creative posts that highlight their on-campus activities.
- [MEDLIFE EOM Instagram](#)
  - This high school Chapter uses interesting campaigns, like #EducationalMondays Articles to keep their followers engaged and spread the MEDLIFE mission.
- [Ohio State University MEDLIFE Instagram](#)
  - MEDLIFE at OSU has a great Instagram that has similar toned pictures across the account - making their image cohesive and professional. They also have their own [Wordpress website!](#)

These are just a few of the many great examples of MEDLIFE Chapter presence on social media!

## **Gaining a Follower Base**

Here are a few tips and ideas for how to gain followers on social media:

- Make sure to promote social media accounts at every meeting, club fair, and event. (Especially the first one where there will be the greatest general interest). Encourage students to take out their phones, laptops, tablets, etc. and follow the Chapter at that very moment.
- Encourage members that want to sign up for the LISTSERV to simultaneously follow your Chapter on social media.
- During tabling, give out MEDLIFE computer stickers or other promotional material in exchange for individuals following your Chapter's social media.
- Use relevant hashtags, and tag your main university account to try to get featured.
- Encourage Chapter members to share posts, and invite friends to follow your MEDLIFE accounts.
- Tag the main MEDLIFE HQ account in posts for an opportunity to be featured!

## Style Guide

Please use the below style guidelines when writing words common to our brand language.

<b>MEDLIFE</b>	MEDLIFE is an acronym and should always be spelled in all capital letters.
<b>MEDLIFE Movement</b>	When referring to the MEDLIFE Movement, Movement is always capitalized.
<b>Chapter</b>	Chapter should always be capitalized.
<b>Service Learning Trip (SLT)</b>	Service Learning Trips should be capitalized. After mentioned once as Service Learning Trip (SLT) we can use the abbreviation of SLT.
<b>E-Board</b>	E-Board is capital E and B with a hyphen between.
<b>E-Board Officer</b>	E-Board is capital E and B with a hyphen between and Officer is capitalized.
<b>MEDLIFers</b>	When referring to people who are part of the Movement, you can call them MEDLIFers. Lowercase r and s, no apostrophe.
<b>Good Life Expeditions (GLE)</b>	Good Life Expeditions is all capitals, and 3 words. It can be abbreviated to GLE once mentioned as Good Life Expeditions (GLE).
<b>Follow-up vs follow up</b>	Follow-up is a noun or adjective, follow up is a verb. When referring to our Patient Follow-Up Program, always hyphenate.
<b>MED <i>Blank</i></b>	When referring to something preceded by MED (for example MED Programs, MED International, or MED Talk), MED should always be capitalized, followed by a space and then a first letter capitalized word.
<b>Low-income vs low income</b>	The correct way to write this is with a hyphen. When our slogan is presented below the logo, there is no hyphen as it is an acronym. Otherwise you should always use a hyphen for low-income.

## Brand Terminology

MEDLIFE is more than a brand, it is a Movement. And so our brand terminology reflects that. Please use the below phrases when referring to these specific aspects of our Movement.

- **MEDLIFE:** The name of our organization. An acronym for Medicine, Education, & Development for Low-Income Families Everywhere.
- **The MEDLIFE Movement:** How we refer to our supporters collectively - anyone from Chapter members, to staff, to donors, to followers on Facebook. Anyone who has supported us in our effort to create a world free from the constraints of poverty.
- **MEDLIFEr(s):** How we refer to our supporters collectively or individually - anyone from Chapter members, to staff, to donors, to followers on Facebook. Anyone who has supported us in our effort to create a world free from the constraints of poverty.
- **Join the Movement:** Our invitation to everyone in the world to join us in our fight for low-income families' access to healthcare, education, and a safe home.
- **Grow the Movement:** Our call to action when we encourage MEDLIFErS to invite friends, family, and acquaintances to become a part of MEDLIFE.
- **Service Learning Trips (SLTs):** This pillar of our Movement is the way we fund our year-round work. These trips are educational, eye-opening, and oftentimes life changing for both participants and community members.
- **Mobile Clinic:** Our improved version of the "medical mission" model - a Mobile Clinic that brings free, high-quality healthcare to impoverished communities.
- **Development Corps:** A Service Learning Trip tailored to architecture or engineering majors, but open to any volunteers. Focused on community development, community organizing, and completing a physical project related to infrastructure during the week.
- **Dental Clinic:** A Service Learning Trip tailored to pre-dental students, but open to all majors. Features a Mobile Clinic with only dental services, and also time spent at MEDLIFE's brick and mortar MED Vida Dental Clinic.
- **Education Workshop:** A Service Learning Trip for education majors, but open to any volunteers. Features volunteer-led educational workshops, shadowing local professional educators, and aiding in health education workshops.

- **Field Course:** An educational Service Learning Trip for all majors. Learn about global development, public health, language, immigration, and poverty where it should be learned about - outside the classroom in the communities and countries where it's actually happening.
- **MED Talk:** Our version of a TED Talk. These are educational videos that interview members of staff and the community on topics relevant to the MEDLIFE Movement. Generally 20-30 minutes long, released 6 times throughout the year. Some of our Chapters host their own "MED Talks" on campus that promote relevant educational topics to their community.
- **JFA (Junior Field Associate):** A mid-level position between Intern and Associate, JFAs spend 9 months between our different sites leading trips, connecting with students, and supporting MED Programs.
- **MyMEDLIFE:** The backend portal of our website that allows students to register and fundraise for their trip.
- **MED Vida:** Our brick and mortar dental clinic in Lima.
- **MED Center for Primary Education:** Originally the Wawa Wasi, one of our first structures in the communities. Currently exists in Pamplona Alta, on the outskirts of Lima, Peru and hosts a variety of educational workshops and social services for the local community.
- **Medicine, Education, and Development:** Can be used interchangeably with healthcare, education, and a safe home. Typically used when referencing what MEDLIFE stands for or during more technical writing.
- **(Quality) healthcare, education, and a safe home:** Can be used interchangeably with Medicine, Education, and Development. Typically a great option for when writing is more emotional and less technical. You may use quality healthcare, or simply healthcare, as the starting point.



## Everyday Language

Here are some phrases and sentences to get you started!

**The MEDLIFE Movement:** Most organizations would not refer to what they are trying to achieve as a Movement, so why do we? Because our goals go far beyond any one particular achievement; we have to think on a grander scale and we need to create a Movement of people to enact the level of change we seek.

**A world free from the constraints of poverty.** Our mission is to build a worldwide Movement empowering the poor in their fight for equal access to healthcare, education, and a safe home.

**MEDLIFE is a community development organization:** we think big but we work small. We work with two different types of communities – our in-country communities and our international communities (aka the Chapters).

There are **three pillars at the heart of our Movement:** medicine, education, and development.

**Listen first.** As people explain the challenges they face in their communities, we can start to understand how we might be able to support them, but only if we take the time to listen.

We are **1 for the 1.3 billion:** There are 1.3 billion people worldwide living in extreme poverty. The MEDLIFE Movement wants to change that, and we invite you to join us in the fight!

## Tone of Voice

Our tone of voice matches our Movement's personality. We are empowering, urgent, inclusive, hopeful, and honest. Below you will find example phrases and writing samples to demonstrate how we can exhibit our tone of voice.

Empowering	Urgent	Inclusive	Hopeful	Honest
Transforming Powerful Change Unlimited Ignite action Worldwide Movement	Every day Extreme Life-and-death Pressing Critical Action	Join us Together Side by side Hand in hand Partnership Collaboration	Together we can We are able Long-term connections Success Spread the Movement Solutions Thanks	Some or most For example Truth Transparency Sincerity Use numbers
<p>GREAT: Are you ready to become an advocate for a world free from the constraints of poverty? Chapters make an immeasurable impact at their schools and in their local communities.</p> <p>VS</p> <p>OK: Chapters are an important asset for the MEDLIFE Movement.</p>	<p>GREAT: Every day 15,000 children under the age of 5 die from preventable diseases. Let's change that.</p> <p>VS</p> <p>OK: We need to work on eliminating preventable diseases among children.</p>	<p>GREAT: Join us in the fight for a world free from the constraints of poverty.</p> <p>VS</p> <p>OK: We are fighting for a world free from the constraints of poverty.</p>	<p>GREAT: With your help, we are able to provide 24/7/365 patient care for people in need.</p> <p>VS</p> <p>OK: Impoverished people with limited access to healthcare will only receive help if you provide it.</p>	<p>GREAT: Our year-round effort translates into hundreds of thousands of healthier families and safer communities across our sites. But we can do more.</p> <p>VS</p> <p>OK: Everything we do results in a great outcome for families and communities across our sites.</p>

# Storytelling Resources

In order to help you tell the MEDLIFE story, here are some additional resources.

## MEDLIFE Photos & Videos

In this [Google Drive link](#) you will find some photos divided by destination and a few video resources. If you use them, please make sure to tag the @medlifemovement HQ account in the post! If you are looking for specific, additional resources, please reach out to your Chapter Manager to request them.

Additional video content can be found on the [MEDLIFE Vimeo account](#), and can be shared by directly linking to the video on Vimeo.

## Content Calendar

A Content Calendar is a great way to plan your social media, general marketing efforts, and your Chapter activities - all in one! Use it to fill in your social media posts for the following months. Include key MEDLIFE events, university events (like big sports events, finals, etc.), and your specific Chapter events so that you can plan ahead to promote them or just be part of any relevant conversations!

Read more about Content Calendar planning recommendations, and get some free downloadable templates in [this HootSuite blog](#)!

## Photo Editor & Sizer

A free and easy to use online tool for photo editing and sizing (as well as easy design, collage, etc. software) is [Canva](#). Explore the site, and create a free account to make your social media posting and designing simpler!

Here is an [online guide](#) to general social media sizing.

## Additional Promotional Ideas

If you are feeling creative, you can start making MEDLIFE-related designs for Chapter-specific promotional materials using software such as Adobe Illustrator (7 day free trial) and Pixelmator Pro (30 day free trial).

### Promotional Materials

- Some popular promotional items include the following:

- Computer stickers with the MEDLIFE Logo (normal and/or your Chapter-specific logo)
- Quality pens with the MEDLIFE Logo on it
- Drink Kuzis
- Mini keychain flashlights
- Frisbees
- Buttons
- Popsocket
- Smartwallets
- These items can be handed out during club fairs/tabling/events after students follow you on social media. Make sure to also hand out a MEDLIFE informational flyer, so these students can get more information about MEDLIFE and receive meeting details.

#### Flyers/Posters

- Create small Chapter-specific MEDLIFE flyers that contain information about the next upcoming meeting, time, and place as well as a short snippet about MEDLIFE's mission and how it is different from other pre-health organizations on your campus. Mentioning volunteering abroad and locations can also be a big eye-catcher.
- Create Chapter-specific posters for large-scale fundraising events that can be put up at popular places around campus, in class buildings, nearby cafes, downtown, etc.
- Speaking about these fundraisers at different classes or different organization's club meetings and handing out these flyers during the class/meeting will also be a great way to gain exposure.
- You can also email heads of different LISTSERVs at your University to send out a mass email that quickly details your event and has your flyer attached to it.

#### T-Shirts

- Creating a MEDLIFE Chapter T-shirt will be a great way to draw more students into your organization. You can mention that in addition to club fees, students will also receive a MEDLIFE Chapter T-shirt.
- Make sure to use your Chapter-specific MEDLIFE Logo.
- Be sure to also create an interesting and eye-catching design on the back of your Chapter T-shirts.
- Ensure that your chapter will have enough fees (from club fees which, depending on your Chapter, can vary anywhere from between \$10-\$20) to pay for your T-shirts
  - Oftentimes, the price/shirt decreases the greater number of shirts that are ordered. However, before ordering shirts, you must make a headcount of students that have paid their dues and have chosen their T-shirt size before ordering.
  - Different universities have a set of vendors they are registered with. Be sure to research a company that is affiliated with your university and make sure to choose a vendor that will give you the best price.

Thank you!