



Social Media & Newsletter Submission Guidelines

The Lincoln Chamber of Commerce is pleased to provide opportunities for members to post information, promotions, and events in our monthly newsletters, and to cross-promote on our social channels. Please note that in order to make sure that we are effectively reaching your target audience in a meaningful way, the following guidelines **MUST** be followed:

General Guidelines

- We will accept **1 post per member per month** for each platform (newsletter & social media)
- Please include Social Media Request, Newsletter Request or All Media Request (Social Media & Newsletter) in the subject line of your email.
- You must indicate what your submission will be linked to: a larger version of the image/document, your event registration, contact information, one of your social channels, your website, etc.
- **Deadlines:** please send information with as much advanced notice as possible, as content is scheduled up to one month in advance. We will do our best to accommodate your request; any requests that come in with less than 3 business days' notice will not be considered.
- All content will be reviewed by the Chamber staff, and inclusion in our social media or newsletters is at the discretion of the Lincoln Chamber and in compliance with social media platform guidelines.

Newsletter Guidelines

- All images must be provided as a .jpeg or .png file.
- All written content must be provided in a format that can be copied and pasted.
- **Monthly Chamber e-newsletter:**
 - Submission deadline: last week of each month. This newsletter is sent the first week of each month.
 - Content: 250–300 characters
 - Image: Image optional, sizing is flexible (square, rectangle), must be in .jpg or .png format.
 - Call to Action: Must include a link/contact information to direct people to.
- **Monthly Community Events e-newsletter:**
 - Submission deadline: first week of each month. This newsletter is sent the second week of each month.
 - Content: ~200 characters
 - Image: Image required, with a size of 500 x 400px, must be in .jpg or .png format. Keep visuals simple, and avoid images with lots of text.
 - Call to Action: Must include a link/contact information to direct people to.



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Social Media Guidelines

- All images must be provided as a .jpeg or .png file. All videos must be provided as .mp4 or .mov.
- All written content must be provided in a format that can be copied and pasted.
- Your social media profile link(s) must be provided.
- Deadline for submission: 5 business days prior to preferred posting date.
- **Image/Video sizing:**
 - Instagram: Static post/carousel 1080 x 1350px, Reel 1080 x 1920px
 - Facebook: Static post 940 x 788px or 1080 x 1080px or 1080 x 1350px, Reel 1080 x 1920px
 - LinkedIn: Static post 1200 x 1200px