NM Arts “Grantee Highlights” Social Media Series Guidelines

We would like to feature our current grantees on our Facebook and Instagram pages and we’d like you all to help us by submitting information for a post about your organization!

What should the post be about?
This social media series is intended to highlight the overall work of your organization, a COVID update about your programming, or a NM Arts funded event that has already taken place (in current grant cycle or previous year).

We cannot post information advertising a specific future event or program. 
Please note: You are responsible for ensuring that you have permission to publicly share any media that you send to us.

When will it be posted?
We will be spacing out the posts throughout the grant cycle in the order in which we receive submissions. The frequency of posts will depend in part on how many submissions we receive.
Each organization may submit one post.

How do I submit a post?
Please email the information for your post to Program Coordinator Lilli Tichinin at lilli.tichinin@state.nm.us
Put “Grantee Highlights post” in the subject line.

What information should I include?
Checklist of required materials (see below for details):

- Link to existing post on your social media that you’d like for us to share
- Text for a post
- Up to 4 Images OR Video
- Visual Image Description OR Video transcript

Text:
- Write a post about your organization’s work overall and/or the NM Arts funded program/work, and information/captions about the images or video you are sharing. This main body of the post should be no more than about 250 words.
- Include photo credits if applicable. If no specific credit is given we will add “Image(s) provided by the organization.”
- Include any specific hashtags you would like us to use, the tag/handle for your Facebook and Instagram pages, and/or a link to your website.
- Include a visual description of the images to be used for Alt Text. This is not the same as a photo caption.
Additionally, if there are words in your image please transcribe the text. If you are sending a video please include a description or transcription (if it includes speaking).

**These are important accessibility features for social media users who are blind or have low vision.** For some tips on best practices see examples from these resources:

- Phase2: [https://www.phase2technology.com/blog/no-more-excuses](https://www.phase2technology.com/blog/no-more-excuses)

**Images OR Video (not both)**

**Images:**

- Up to 4 images
- Send as JPG files
- **Recommended image sizes:**
  - Square - 1:1 aspect ratio; between 320px by 320px and 1080px by 1080px
  - Portrait - 4:5 aspect ratio; 1080px by 1350px;
  - Landscape – 1.91:1 aspect ratio; 1080px by 608px

**Video:**

If you would like the post to be shared only on NMArts’ Facebook page please provide:

- A link to the video you would like for us to share.
- There is no specific restriction on length of video but keep in mind that social media audiences are not likely to watch the entirety of a long video.

If you would like the post to be shared on both NM Arts’ Instagram and Facebook pages please provide the following:

- Send as an MP4 or MOV file
- Maximum file size of 15 mb
- Aspect ratios – 1:1 (square), 4:5 (portrait), or 1.91:1 (landscape)

**OR**

- If the video is already on your organization’s Instagram account you can send us the link to the Instagram post and we will “repost” your post along with any new text and information you provide.

**Questions?**

Contact Lilli Tichinin at lilli.tichinin@state.nm.us or 505-476-0518

**You can visit our social media pages here:**

Facebook: [www.facebook.com/nmarts.org](http://www.facebook.com/nmarts.org)

Instagram: [www.instagram.com/newmexicoarts](http://www.instagram.com/newmexicoarts)