

SOCIAL MEDIA GUIDE

LOGO

MAIN LOGO

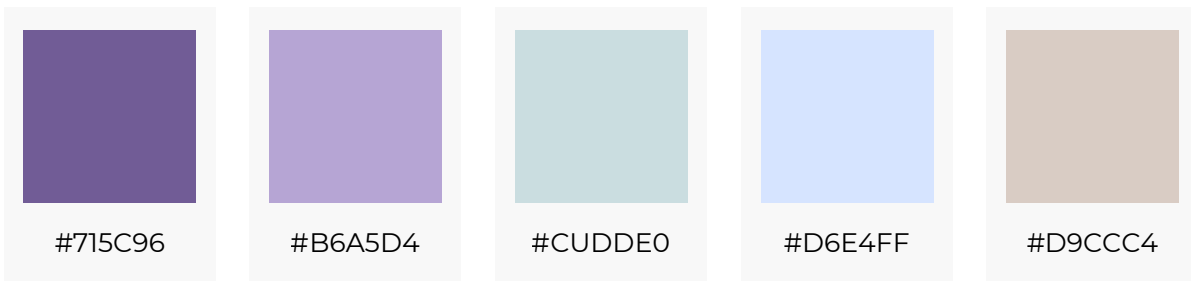


SECONDARY LOGOS



Use our main purple logo when possible. The only instances where you should use the black secondary logo is if the purple color of the main logo will hinder the design.

COLORS



FONTS

HEADING 1

Font Name: Montserrat Regular (letter spacing 130)

HEADING 2

Font Name: Montserrat Bold (letter spacing 60)

Body Text

Font Name: Montserrat Regular (letter spacing 0)

GETTING STARTED

The easiest way to promote your Milk Drop Depot is by sharing our posts from Instagram and Facebook. Even if you do not have a dedicated marketing staff, sharing Mothers' Milk Bank Posts can help drive engagement!

Follow us on both Instagram and Facebook @milkbanktn to ensure you see our posts. You can share to your org's story or page, or both!

To connect it all back to your organization, feel free to add a note about where to find your Milk Drop Depot when sharing the post.

CONTENT IDEAS

The posts that get the most engagement are typically photos and videos of milk donors. People love to see a post they can relate to. Snap a quick pic at drop off, add a caption, and you've made a post!

[Here](#) are some templates for Milk Drop Depots. Simply add your own photo and change the text if desired or needed.

CAPTION IDEAS

Make sure that your captions are actionable and direct. You can do this by including a link to learn more about becoming a donor, when donors can drop off, or a number to call with questions. Also, create a hashtag that your Milk Drop Depot uses. Something like #MilkDropDepot works, or even #(Your City)MilkDropDepot or #(YourHospital)MilkDropDepot. Below you will find some sample caption ideas!

(Your Hospital/Clinic) is a proud Milk Drop Depot for Mothers' Milk Bank of Tennessee. By dropping off your excess breastmilk, you can be part of our mission to save lives. Learn more at milkbanktn.org

Wondering how to drop off excess breastmilk at our Milk Drop Depot? Get pre-screened online at milkbanktn.org/donate

Are you looking for a place to donate breast milk in the (Your City) area? (Your Hospital) is an approved Milk Drop Depot with Mothers' Milk Bank of Tennessee! Get pre-approved at milkbanktn.org/donate and help support lifesaving nutrition today!

MEDIA RELEASE

ALL donors must sign our Photo and Video Release form before you (or we) can post any photos of them. Please direct them to <https://www.milkbanktn.org/form> to sign.