

## SOCIAL PROGRAMS

**BUSINESS NAME**

**CONTACT NAME**

**PHONE**

**EMAIL**

**MESSAGING** (Key points that Choose Chicago can use to craft copy. 90-120 characters)

**CTA** (Call-to-Action):

**WEBSITE URL**

Form must be submitted at least 3 weeks in advance of requested publish date

**REQUESTED DATE FOR POST**

**FACEBOOK HANDLE**

**SOCIAL CHANNEL  
REQUESTED**

(FB, IG or Both):

**INSTAGRAM HANDLE**

**FACEBOOK**

**INSTAGRAM**

**HASHTAGS**

No more than 3 hashtags

**LINKS TO PHOTOS OR VIDEO FOR POST**

(or indicate that they will be sent as attachments)

**IMAGE AND CONTENT GUIDELINES:**

- Photography
  - 3 or more hi-res photos for Choose Chicago to select from
  - Square or vertical orientation photos no taller than 4:3
  - Preference for light, bright, colorful photos
  - Preference for single photo or carousel/photo gallery posts - video not recommended
- Messaging
  - Key points that Choose Chicago can use to craft copy that is consistent with our voice
  - No more than 3 hashtags, if applicable
  - CTA and link to drive traffic to

## SOCIAL PROGRAMS

Choose Chicago has final approval on post format, photography, copy, and posting date and time, which will be based on advertiser suggestions and Choose Chicago social calendar. Final mockup can be shared with the advertiser prior to publishing upon request.

### PAID POSTING CADENCE

- No more than 2 total paid posts per month
- No more than 1 paid post per week
- No more than 1 paid post per advertiser per month
- Must have at least 2 weeks between paid posts from a single advertiser

### CONTENT PARAMETERS

Posts must follow Choose Chicago's organic posting criteria.

We **do not** post:

- Flyers
- Stock imagery
- Happy hours
- Dining specials
- Retail sales
- Runs/walks
- Classes/workshops
- Job/education/health fairs
- Networking events
- Fundraisers/benefits/galas
- Film screenings (unless tied to a film festival)
- Casting calls/auditions
- Industry conferences or meetings
- \*Giveaways (this may change as our giveaway strategy is redefined)

Social content shared by Choose Chicago should always help our audience enjoy all Chicago has to offer, and should be relevant to the majority of our audience.

- Our current average Instagram follower is a millennial woman (25-34) living in Chicago.
- Our current average Facebook follower is a Gen X woman (35-44) living in Chicago, and the most likely demographic to engage with our content is women 65+.

Reporting Choose Chicago will report on paid post performance one time per post, 7 days after the published date to allow all engagement to occur. Metrics tracked include:

- Reach
- Engagements
- Link click