



CHRONIC DISEASE COALITION

CONTENT ENGAGEMENT GUIDELINES





CHRONIC DISEASE COALITION

CONTENT ENGAGEMENT GUIDELINES

We are excited to work with you to create content for the Chronic Disease Coalition's blog, social media channels and/or webinar events.

The goal of these guidelines is to help you understand our expectations, voice and overall Do's and Don'ts when creating content for the CDC. We want to hear your unique voice and perspective, while also ensuring it fits the CDC's voice and mission.

Please review the below before creating content and reach out to CDC Director of Patient Engagement Tatiana Skomski (tatiana@chronicdiseasecoalition.org) with any questions or concerns.

SOCIAL MEDIA TAKEOVER GUIDELINES....3

BLOG SUBMISSION GUIDELINES.....5

WEBINAR BEST PRACTICES.....7

AMBASSADOR MARIEL MATRANGA



SOCIAL MEDIA TAKEOVERS

We love it when our partners take over our social media channels!

This gives you a chance to share your story, and us the opportunity to amplify your voice! Below you will find a breakdown of rules and best practices for each channel, including Instagram, Facebook and Twitter. Please review these and agree to our guidelines before moving forward with a takeover. Also, make sure you reference back to these when you are creating content for the takeover.

For posting on any CDC channels, please ensure that you introduce yourself in your first (or only) post including your name, disease(s), location and affiliation to the organization. Also, feel free to add in your personality by sharing fun facts about you, and/or why you are an ambassador for the CDC.

The below guidelines will help you create your content. All posts must be approved by a CDC staff member before going live.



✓ Posting guidelines

• INSTAGRAM

- » You can post up to one grid post (can be a carousel) AND/OR one Reel per takeover
- » Stories can be utilized for most content during the takeover, please limit your stories to 10 per takeover

• FACEBOOK

- » You can post up to one post per week for the entire month (anywhere from one-four posts)
- » These can be photos, status updates with links to your blog or articles related to what you are sharing, and/or videos.

• TWITTER

- » Twitter takeovers should utilize the thread function to aggregate and group takeover content.
- » Ambassadors are allotted two unique threads per takeover with an unlimited number of posts within a thread!

✓ Voice and tone

- » The CDC's voice is educational and informative, but also supportive, fun and engaging.
- » When creating content for the CDC, the voice and tone should be natural to you and your channel, while also keeping in mind the voice and tone of the CDC.



✓ Best practices to follow // Do's and Don'ts

- » Use this as an opportunity to share your story with a new audience and direct them back to your page.
- » When you are creating content, keep in mind that you want to leave a bit to the imagination and leave people wanting more (aka to go follow you on your page!)

Do

- » DO always tag yourself in each post so people can be directed to your channel.
- » DO share your story and create content that feels original/natural to you.
- » DO fact check your posts to ensure you are not spreading false information on behalf of the CDC.

Don't

- » Unless otherwise noted, DO NOT respond to others or engage on behalf of the CDC while you have access to our channels.
- » DO NOT curse, talk about politics or religion and always remember inclusive and appropriate language when engaging as the CDC.
- » DO NOT give medical advice.

Check us Out

Take a look at the CDC social media pages for more examples of our content guidelines in action.



@ChronicRights

AMBASSADOR APOLLONIA BYNUM



AMBASSADOR BRIDGET HUNNEWELL



BLOG SUBMISSIONS

We're grateful you're interested in contributing to the CDC blog.



Here are some guidelines for sharing your story as it relates to your personal chronic disease journey:

- » Speak from the heart and share your own experiences.
- » Use first-person writing style and be mindful that each person is on their own journey.
- » Be vulnerable, and own your truth! We honor you for your courage and bravery.
- » If there is scientific or medical evidence to back up any of your journey or what has supported you, please link and review additional guidelines below for sourcing.

✓ Voice & Tone

- » Our audience consists of people just like you (chronic disease patients) as well as medical professionals and legislative stakeholders.
- » Please speak to these audiences in your pieces using a voice and tone that reflects the overall voice of the CDC.
- » Think of our voice as that of a highly-informed friend who can provide useful insights to help readers be more informed and take action as it relates to chronic disease rights.
- » Our voice is:

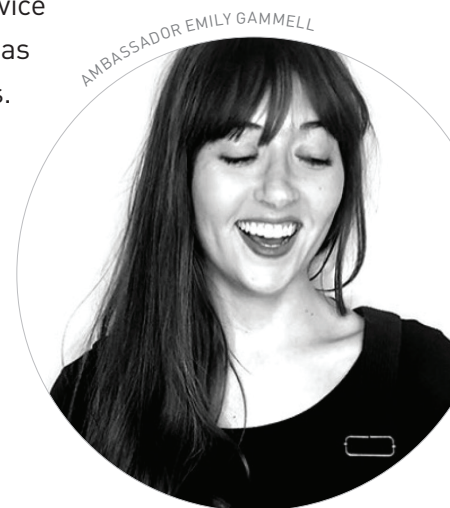
✓ **Knowledgeable** ✓ **Empathetic** ✓ **Well-informed** ✓ **Educational**

We are not medical professionals or health practitioners of any sort. We do not offer advice about what readers should and shouldn't do. We are strictly informative and provide ideas to consider and actions to take to help patients learn more and advocate for themselves.

✓ Submission guidelines:

- » Share your blog via Google docs with Tatiana: tatiana@chronicdiseasecoalition.org and Lauren: lauren@chronicdiseasecoalition.org
- » **Wordcount: Please keep your article to 500 words or less.** Articles with more than 500 words will be sent back with a kind request to pare back to meet the guidelines.
- » Frequency: Generally, we invite you to submit one blog per quarter.
- » Bio: Please include a short bio of less than 150 words in your submission, along with social media handles if you want to share them.
- » Headshot: Please include a headshot in your submission. Once we have this you will not need to share again.
- » Editing: Note that each submission will be professionally edited for grammar and clarity but not content (unless it goes against these guidelines).
- » Images: When submitting a blog post, please also include high resolution images that are original to you, or note to the CDC team that you need stock images added in and we will add them.
- » Feel free to share the story once it goes live with your friends, family and community and please tag CDC's social channels as follows:

📷 **Instagram** @ChronicRights 📘 **Facebook** @ChronicRights 🐦 **Twitter** @ChronicRights



✓ Sources & Reporting

- » Avoid making definitive or causal health claims or outcomes about wellness products, treatments, remedies, modalities, practices, etc. Instead, use words and phrases that leave room for varied results.

X INCORRECT: Adding spirulina to a morning smoothie will detoxify your liver.

✓ **CORRECT:** Adding spirulina to a morning smoothie may help support proper liver functioning.

X INCORRECT: Drinking oolong tea cures leaky gut and causes weight-loss.

✓ **CORRECT:** Drinking oolong tea may help relieve symptoms of leaky gut and support weight-loss efforts by helping you stay hydrated.

- » The following words/phrases are in the safe zone:

» Can

» Support

» Has been linked to

» Could

» Promote

» Is known for

» May

» Associated with

» Has been reported

» Might

» Related to



- » When citing studies, please use research that's been published in the last 3-4 years, whenever possible and always cite your source.
- » When citing primary or secondary reports as sources for health or wellness information, please stick to accredited websites, such as, but not limited to the following:

» CDC.gov

» Health.harvard.edu

» Health.com

» Mayoclinic.com

» Medicalnewstoday.com

» any .gov or .edu site

» Health.clevelandclinic.org

» Healthline.com

» any study or abstract on nlm.nih.gov



- » Please avoid citing gated or paywalled external links that take readers to a page they can't read fully, like a [washintgtonpost.com](https://www.washingtonpost.com) or [nytimes.com](https://www.nytimes.com) page that requires a subscription.

WEBINAR BEST PRACTICES

- ✓ **Please dress in casual, professional clothing**, with solid colors (avoiding patterns since those tend to not show up well on camera).
- ✓ **Please keep backgrounds professional, clean and well lit.** Feel free to use a virtual background if you would prefer to keep your surroundings private.
- ✓ **If there are multiple speakers, please respect each speaker when they are talking by not interrupting.** Wait for them to finish making their point before adding your input.
- ✓ **Similarly to blogs and social content, please only speak from your experience and avoid making medical claims.**
- ✓ **Please also do not curse or talk about political or religious views** in CDC hosted webinars and always remember welcoming and inclusive language when representing the CDC.
- ✓ **Help us promote CDC webinars in which you are participating by sharing** information on your social media channels. The more who join, the merrier!



AMBASSADOR JANICE STARLING



CDC DIRECTOR OF PATIENT ENGAGEMENT TATIANA SKOMSKI

QUESTIONS?

Please reach out to Tatiana Skomski, tatiana@chronicdiseasecoalition.org, and the Chronic Disease Coalition, joinus@chronicdiseasecoalition.org, team with any questions regarding your collaborations with us!