



SOCIAL MEDIA CONTRIBUTOR NEED-TO-KNOW

It is of utmost importance that any social media contributor be familiar with both the **EMI Brand Blueprint** and **EMI Editorial Guidance** documents.

emiworld.org/staff-resources#training



EMI Communication Values:

- **Personal:** EMI is a ministry to people through the design and construction professions. EMI content relates the personal experiences of people involved in EMI's ministry or benefiting from that ministry.
- **Ethical:** EMI content is created and published through use of responsible practices. EMI content targets a balanced narrative accurately reflecting what happens inside EMI and the results of the ministry.
- **Modest:** EMI content projects a portion of the story, leaving out more behind the scenes. EMI content correctly reflects EMI's typical position as an important but minor part of the client ministry's story.
- **Grassroots:** EMI content is created by the people who are directly involved in our ministry: members of our staff, programmes, and project teams.

EMI Photo Upload

Upload to the EMI photo upload site with all the required information (photographer, names of people in the photo). The more information about the project, the better. You might be asked to provide more information.

emiworld.org/photo-upload



Post or Campaign Request

To request a post or campaign of posts on the EMI Global channels, send the following to the Social Media (SM) Editor. Please send requests at least **2 weeks in advance**. Shorter notice might be available depending on the SM or Communications schedule.

- Photo/video – email photo or link to Smug Mug photo
- See EMI's archive of photos on Smug Mug at: emi.smugmug.com
- Caption – to be approved/edited by the SM Editor
- Photo credit, required
- Link to EMI page, required if it is an event or connected to an EMI article, else optional
- Date and time to be posted (time optional)
- If a specific date or range is not requested, the GO team will post at the next available spot that works into the current schedule



Any questions about information in this document, ask the Social Media Editor:

social@emiworld.org