

# IIDA Benefactor Brag Guidelines

## BASIC REQUIREMENTS FOR POST:

- Up to 9 photos, sent in the **correct format**, explained in instructions section.
- Caption – *See Example Topics for thoughtstarters*
- Tags (up to 10)
- Hashtags (up to 5)

## INSTRUCTIONS – PLEASE READ THOROUGHLY

To streamline logistics, we ask that you prepare the content ahead of time (images, captions, hashtags) and email the information directly to Chamberlain locovozzi ([CIOCOVOZZI@ALFREDWILLIAMS.COM](mailto:CIOCOVOZZI@ALFREDWILLIAMS.COM)) with the order you would like them posted **TWO WEEKS PRIOR to your scheduled date**. If the information is not received in the time, you will forfeit your post for that date. The two week period is **REQUIRED to make sure there are no issues, if you know you will not make this timeframe please let me know well in advance**. I will post the photos in the order that they are received, unless they are otherwise noted or numbered, so sending them in the correct format and order is crucial.

**For formatting**, please send all photos as .jpeg files attached to an email. Please **DO NOT** send links to drop boxes, websites or Microsoft Word files.

You receive One Benefactor Brag per year and the dates will be assigned to you. **Benefactor Brag** is a new benefit for 2022 where IIDA Benefactors are going to be given the opportunity to have a social media post explaining why you continue (or have newly decided) to be a benefactor and how it benefits your company/team.

## EXAMPLE:

- Does your team submit projects for Design Works? Have you won a Design Works award?
- Does your team attend CEU events?
- Does your team come together to enjoy one of the various annual city center events?
- Do members of your team sit on the IIDA Board?
- Has IIDA impacted your strength of networking in the Carolinas?
- Have you gained employees at your company who you met through IIDA as Student members?

These are all things we consider *bragging rights* and we would love you to share them with us!

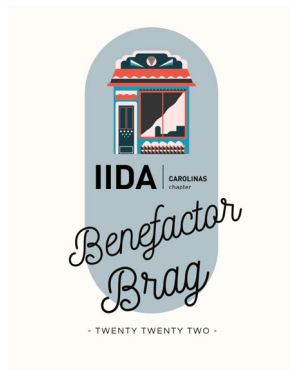


Photo 1 of the post will *always* be consistent. It will look like the above image. You will be able to submit up to 9 images for this post.



### EXAMPLE OF PHOTOS 2-10

-Do members of your team sit on the IIDA Board?

**THIS POST IS NOT INTENDED TO SHOWCASE NEW PRODUCTS - THIS SHOULD BE ABOUT YOUR COMPANY + IIDA AND WHY YOU ENJOY BEING A BENEFACTOR AND HOW IT HAS IMPACTED YOUR COMPANY. To showcase your team and new products please save those images for your Sales Team Spotlight and Takeover Tuesday posts, when applicable.**



### EXAMPLE OF PHOTOS 2-10

-Did members of your team attend an IIDA event or win an IIDA award?