



VLIP Social Media and website Guidelines

1. Scope of Promotion

- VLIP's social media platforms and website are dedicated to promoting **VLIP-specific events, initiatives, projects and announcements**.
- We do not share or promote posters, events, or campaigns created solely by VLIP stakeholders, except under specific partnership agreements.

2. Partnerships and Collaborations

- **Cooperative Content:** For collaborative projects or partnerships, VLIP will post using **VLIP-branded materials**. External organization/ group may contribute input, but all posts will align with VLIP's branding and tone.
- **Event Acknowledgment:** VLIP may acknowledge partnered organization/ group of the collaboration within captions, but third-party posters will not be shared directly.

3. Content Guidelines

- **Visuals:** All shared materials must adhere to VLIP's branding standards, including logo placement, color scheme, and font style.
- **Tone:** The language of posts should remain professional, inclusive, and reflective of VLIP's mission to support local immigration efforts.

4. Requesting a Post

Organizations seeking to feature their events or content on VLIP's social media and website must:

- Demonstrate a direct collaboration with VLIP.
- Provide content aligned with VLIP's branding standards for review.
- Posts should primarily align with VLIP's work and mandate. *If a request falls outside this scope, it will be thoughtfully reviewed by the social media team.* Content that does not reflect VLIP's vision or values may not be shared.
- Final discretion on content approval rests with VLIP's social media team.

5. Use of VLIP Branding

- Partner organizations must seek prior approval for the use of VLIP's name or logo in their marketing materials. Unauthorized use is not permitted.