

# CAMPAIGN GUIDELINES

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Updated April 1, 2022

# GENERAL GUIDELINES

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- All URLs should be properly formatted without "www." and first letter of each word capitalized (ex. Michigan.gov/Opioids).
- If showing people in any ads, there should be a diverse group of people that represents people in Michigan from different races, ages, genders, etc.
- Avoid showing substances or actions you are trying to have people avoid. Showing the action can be a trigger and actually cause people to do the thing you're showing.
- Any logo, image, video footage, etc. should be high resolution.
- Use simple terms/plain language in ads so it's easy for everyone to understand, no matter their level of education.
- Use Sans Serif fonts so it's easier to read (Arial, Montserrat, Helvetica, Calibri).
- Don't include the MDHHS logo on any of the creative/ads.

## SOCIAL MEDIA

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- Follow all the General Guidelines above.
- Include a call to action or link for people to learn more information.
- Make sure the image is the correct size based on the social media platform you are using:
  - Facebook: 940 x 788 px
  - Instagram: 1080 x 1080 px
  - Twitter: 1600 x 900 px

## BILLBOARDS

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- Follow all General Guidelines.
- Have a small number of words (easier for people to read quickly).
- Include a URL or phone number that is easy to remember.

## RADIO & TELEVISION

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- Follow all General Guidelines.
- Use a URL or phone number that is easy to remember.
- Show title card at the end for TV with only the call to action and logos.