

Partner with Beta Gamma Sigma



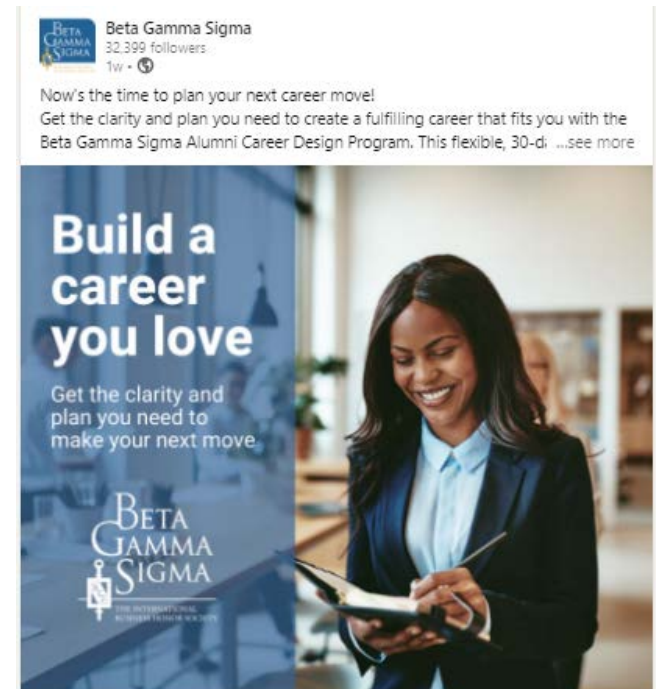
Social Media Marketing Opportunities

- Gain the opportunity to reach our global BGS members through multiple social media channels.
 - Facebook – 24,000 followers
 - LinkedIn – 36,000 followers
 - Twitter – 6,400 followers
 - Instagram – 3,000 followers

Social Advertising Opportunities and Requirements

Standard posts featuring copy, link, and image.

- Copy
 - Facebook and LinkedIn: 1-2 paragraphs about the program or discount followed by a call to action.
 - Twitter: all copy including the CTA and link should fit within their 480 character limit.
 - Instagram: 1-2 paragraphs with a CTA pointing to the link on our Instagram page.
- Link
 - The partner can include UTM links or any means of tracking clicks.
- Image
 - Should be square images of at least 500 x 500px and 300 DPI.
 - Banner images of at least 500 x 300px and 300 DPI.
 - Can include any personal branding or copy.



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Video

- Copy
 - Facebook and LinkedIn: 1-2 paragraphs about the program or discount followed by a call to action.
 - Twitter: all copy including the CTA and link should fit within their 480 character limit.
 - Instagram: Create an Instagram Story for BGS to share on our profile. Content cannot be more than 15 seconds long. If you would like more than 15 seconds it can be broken up into multiple stories. Content (video or image) must be HD quality 1080 x 1920px.
- Link
 - The partner can include UTM links or any means of tracking clicks.
- Video Quality
 - Must be HD quality at either 1280x720 or 1920x1080 for standard videos.
- Video Content
 - The length should be no more than 5 minutes. It must also correspond with the length rules laid out by the selected platform. E.g., Instagram Story post can be no longer than 15 seconds per story.
 - The partner must send all social ad related information to BGS for approval 2 weeks before the proposed post date. BGS must approval all ad content.

Social Media Contest

- Copy
 - Facebook and LinkedIn: 1-2 paragraphs about the program or discount followed by a call to action.
 - Twitter: all copy including the CTA and link should fit within their 480 character limit.
 - Instagram: Create an Instagram Story for BGS to share on our profile. Content cannot be more than 15 seconds long. If you would like more than 15 seconds it can be broken up into multiple stories. Content (video or image) must be HD quality 1080 x 1920px.

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- Link
 - The partner can include UTM links or any means of tracking clicks.
- Image
 - Square images of at least 500 x 500px and 300 DPI.
 - Banner images of at least 500 x 300px and 300 DPI.
 - Can include any personal branding or copy.
- Contest Rules
 - Should be created by the partner and shared with BGS prior to the contest run date.
- Contest Run Dates
 - Will be selected by the partner and approved by BGS.
 - The partner must send all contest related information to BGS for approval 2 weeks before the proposed contest run date. BGS must approval all contest details.
- Contest Participate Data
 - Will be shared per the contest requirements so long as members understand that any contact info they share for the contest will go to the partner in compliance with GDPR regulations.

Additional Social Advertising Info

- All partner social advertising must include #BGSPartnerPost to indicate that it is an ad from a BGS partner.
 - This is in compliance with FTC regulations.
- Paid social advertising.
 - BGS offers boosted advertising on Facebook, Instagram, and LinkedIn.
 - The partner will pay 100% of the boosted post price and our fee for social advertising per number of posts.
 - Benefits of social advertising
 - Your posts have a greater chance of being seen by our members on social media.
 - Create a buzz with a new product or offer.
 - Push out an event or contest to a wider audience.

Beta Gamma Sigma Social Media 		Base Rate Content provided by Customer	Base Rate Content developed by BGS	Sponsored Posts
 Facebook		\$25	\$50	Sponsored Amount + 10% Fee
 Instagram		\$25	\$50	Sponsored Amount + 10% Fee
 Twitter		\$25	\$50	
 LinkedIn		\$25	\$50	Sponsored Amount + 10% Fee

Social Media Advertising

Provide all information and content regarding
your ad to mplodzien@betagammastigma.org