

## How to Use The ...

### *"Invest in Mission New Mexico" Campaign Materials for September 2020*

This document has been created to provide general usage guidelines for digital assets associated with the Baptist Convention of New Mexico's "Invest in Mission New Mexico" digital marketing campaign.

The campaign will run for four weeks (Sept. 9 - 30). Each week, BCNM will publish one promotional video and two social media graphics. The purpose of

the campaign is to raise awareness of the 2020 Mission New Mexico State Missions Offering, by tapping into new and under-represented audiences. Ultimately, this campaign aims to increase monetary donations to the offering.

Promotional materials are also available for download at [bcnm.com/MissionNewMexico](http://bcnm.com/MissionNewMexico).

## What's Included

- Four sets of video files with resolution options including 360p, 480p, 720p, and 1080p
- Eight sets of still images that coordinate with the "Invest in Mission New Mexico" videos

## Videos

Each video is between 15 and 20 seconds. They are meant to convey a sense of hope and community to viewers, while encouraging participation in Mission New Mexico. These videos can be shared across social media in church services (in person or online).

Access the video downloads at [bcnm.com/MissionNewMexico](http://bcnm.com/MissionNewMexico) or [vimeo.com/bcnmatwork](https://vimeo.com/bcnmatwork).

## Still Images

Each set of still images coordinates with one of the "Invest in Mission New Mexico" videos. There are two sets of still images for each video. The images are all provided in the "jpg" image format. Images are available in several size ratios. There are two types of social media graphics. First, a variation of "Invest in \_\_\_\_" (i.e. "Invest in Hope," "Invest in the Gospel", etc.) Second, a variation of quote overlaying image.

**Invest in \_\_\_\_ :** These graphics are appropriate for a variety of uses across social media and as on-screen slides in church service (in person or online). They include the BCNM logo and the MNM website URL.

**Quote Overlaying Image:** These graphics are appropriate primarily as personal or church-sponsored social media posts. They do not include the BCNM logo or the Mission New Mexico website URL. As such, posts including these images should contain additional information about MNM. The primary purpose of these posts is to share visually appealing images that convey a true statement about God.

- **4x3 Image Ratio.** This format fits older monitors, screens, and projection systems without distortion or blank spaces on the edges. It is also suitable for printed use in bulletins and emails.
- **16x9 Image Ratio (Full High Definition).** This format fits newer HDMI-based monitors, screens, and projection systems without distortion or blank spaces on the edges. It is also suitable for printed use in bulletins and emails.
- **Facebook Advertisement Ratio (wider than 16x9).** This format meets Facebook requirements for an advertisement that can have a clickable link. It can be used as a "post" on Facebook or other social media platforms that favor a horizontal image, too. It is also suitable for printed use in bulletins and emails.
- **1080 Square Ratio (1x1).** This format meets Instagram's original square posting guidelines. It can also be posted on other social media platforms that favor or allow square images. It is also suitable for printed use in bulletins and emails.

