

# MAS VIDA

BUENA SALUD, BETTER HEALTH

BRAND TOOLKIT  
2022

**IN COLLABORATION WITH**

**Texas State University**

**X**

**Texas Association of Mexican American  
Chambers of Commerce**



# MAS VIDA MISSION STATEMENT

The goal of the Mas Vida campaign is to increase awareness, understanding and activation by the target audience of Hispanic Texans on the subject of getting vaccinated against COVID-19.

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# LOGOS



## MAS VIDA | LOGOS

**MAS VIDA**

MAIN MAS VIDA LOGO

**MAS VIDA**

SUPPLEMENTAL MAS VIDA LOGO

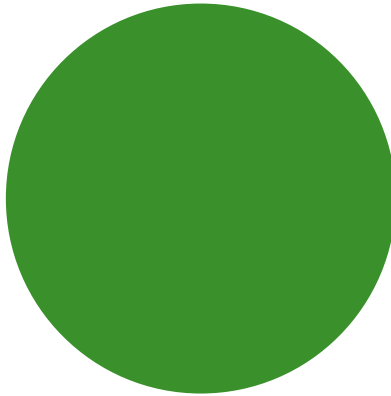


SUPPLEMENTAL MAS VIDA X TAMACC LOGO

# COLOR SCHEME

## MAS VIDA | COLOR SCHEME

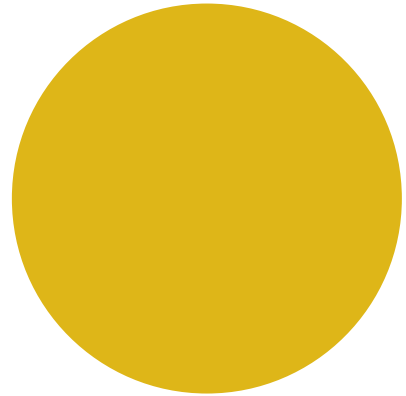
### MAIN COLORS:



HEX: #3a912b

CMYK: 60, 0, 70, 43

RGB: 23, 57, 17



HEX: #deb618

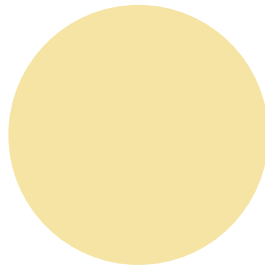
CMYK: 0, 18, 89, 13

RGB: 87, 71, 9

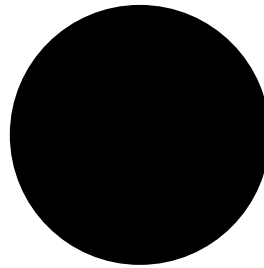
### SECONDARY COLORS:



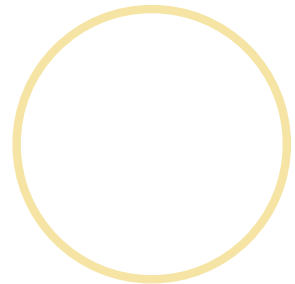
HEX: #edf9eb



HEX: #f5e4a3



HEX: #000000



HEX: #ffffff





# TYPOGRAPHY GUIDE

## MAS VIDA | TYPOGRAPHY GUIDE

It is recommended that the main font, Ariel, be used for title purposes while the complimentary font, Britannica, is used for text and print purposes.

### MAIN FONT:

Ariel

**Ariel**

*Ariel*

### COMPLIMENTARY FONT:

Britannica

**Britannica**

*Britannica*

# BRAND VOICE CHART

# MAS VIDA | BRAND VOICE CHART

## CHARACTERISTIC/ DESCRIPTION

## DO

## DON'T

### ***Sincere / Authentic:***

Giving out the tools and resources needed to make decisions on healthcare.

- Respect all sources, but do dispute misinformation
- Remain unbiased
- Own any mistakes

- Belittle other sources; just combat misinformation

### ***Knowledgeable:***

Voice of authority for providing reliable, trustworthy information.

- Provide expert resources

- Use scare tactics/fear
- Be lukewarm or wishy-washy

### ***Caring /***

### ***Sense of community:***

Passionate about Texas Hispanic communities and families to live mas vida.

- Show real people's stories in content creation
- Use strong action verbs
- Be cheerleaders for COVID-19 vaccinations
- Respect all opinions and LISTEN
- Stick to your word

- Make the campaign political
- Talk down to anyone

# SOCIAL MEDIA

## MAS VIDA | SOCIAL MEDIA IMAGE SPECS

	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN
PROFILE PHOTO	320 x 320	170 x 170	400 x 400	400 x 400
LANDSCAPE	1080 x 566	1200 x 630	1024 x 512	1200 x 627
PORTRAIT	1080 x 1350	630 x 1200	1536 x 2048	1627 x 1200
SQUARE	1080 x 1080	1200 x 1200		
STORIES	1080 x 1920	1080 x 1920		1080 x 1920
COVER IMAGE		851 x 315	1500 x 500	1128 x 191

# MAS VIDA | SOCIAL MEDIA BEST PRACTICES

	INSTAGRAM	FACEBOOK	TWITTER
<b>MEASURING ENGAGEMENT</b>	<ul style="list-style-type: none"> <li>• Likes</li> <li>• Video views</li> <li>• Shares</li> <li>• Followers</li> </ul>	<ul style="list-style-type: none"> <li>• Likes</li> <li>• Video views</li> <li>• Shares</li> <li>• Followers</li> </ul>	<ul style="list-style-type: none"> <li>• Re-tweets</li> <li>• Likes</li> <li>• Video views</li> <li>• Tweet views</li> <li>• Followers</li> </ul>
<b>BEST TIME TO POST</b>	Tuesdays and Wednesday	Monday through Friday	Tuesdays and Wednesday
<b>TOP PERFORMING TIPS</b>	<ul style="list-style-type: none"> <li>• Maintain a consistent feed of high-quality visuals</li> <li>• Stay on top of app updates</li> <li>• Use hashtags to boost content discovery</li> <li>• Use IG paid ads</li> <li>• Partner with influencers to reach new audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Use high-quality creatives</li> <li>• Make posts actionable</li> <li>• Know your audience</li> <li>• Keep posts simple</li> </ul>	<ul style="list-style-type: none"> <li>• Keep it short</li> <li>• Add visuals (videos)</li> <li>• Ask questions and run polls</li> <li>• Tweet your launches</li> <li>• Curate and connect with retweets and replies (monitor trending topics)</li> <li>• Use timely and relevant hashtags (1-2 per tweet)</li> </ul>

# MAS VIDA | SOCIAL MEDIA INFLUENCERS

Partnering with community influencers on social media will expand networks and target audience reach. Participation from influencers can include paid and voluntary involvement.

## WHAT IS AN INFLUENCER?

An influencer is an individual with the power to affect the actions and purchasing decisions of others because of their authority, knowledge, position or relationship with a particular field or subject. Influencers also maintain a following of people with like-minded views and interests and actively engage with them.

Influencers can create a variety of content, including videos, images and podcasts, for a wide range of platforms, including different social media apps, TV, radio and podcast platforms.

When organizations look for influencers to partner with, it's important to keep follower or subscriber count in mind as that leads to more eyes on the promotional content.

DO	DON'T
<b>Be straightforward and specific:</b> Let the influencer know exactly why they're being contacted in the first message.	<b>Offer nothing in return:</b> Influencers will sometimes accept alternative payment methods if budget is tight, but they should always be compensated.
<b>Take the time to view their content:</b> Make sure the ask is something the influencer can actually do, and that they have an audience for it.	<b>Pick a random influencer:</b> Organizations should seek influencers with similar values and ensure their audience is aligned with the organizations target.
<b>Be open to questions and suggestions:</b> Influencers know their audience and may offer different suggestions based on the goal of the partnership.	<b>Ask them to come up with the idea:</b> The influencer should always be given parameters to work within when the partner or sponsored content is being discussed.



# MAS VIDA |

## SOCIAL MEDIA INFLUENCERS: RECRUITING

Ensuring the organization is staying aligned with their ethics and guidelines when contacting an influencer is extremely important for both parties.

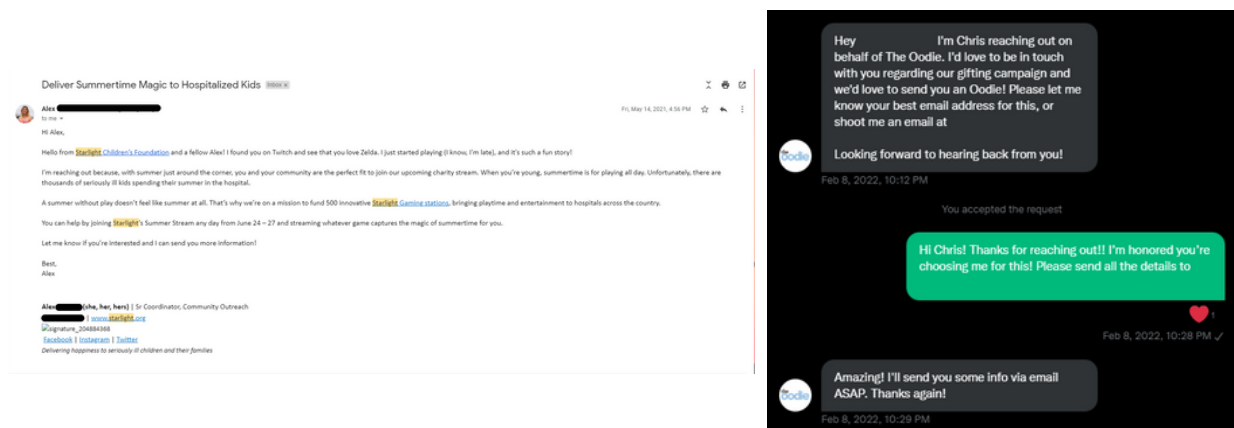
### HOW DO I CONTACT AN INFLUENCER?

Whenever possible, contacting influencers through email is preferable. Typically, an influencer has their email address, or preferred contact information, on their social media profiles. The only time a direct message through social media should be used would be if no email is listed.

The organizations representative should introduce themselves, explain what the organization does and what they are looking for with an influencer partnership, and if anything will be given to the influencer to get the job done (branded merchandise, for example).

Finally, specific mention of what will be given in return should be discussed, whether it's money, merchandise or publication.

### EXAMPLES:



## MAS VIDA |

### SOCIAL MEDIA INFLUENCERS: CONTENT

Involvement from social media influencers for the campaigns message is recommended to increase audience awareness. Depending on the individual agreements, influencers may be interested in a wide range of involvement. Examples are listed below.

#### INFLUENCER CONTENT TYPES:

- Instagram - Reels, images, story posts
- Twitter - Images, text posts
- YouTube - short and long videos
- TikTok - short videos
- Use specific hashtags

#### INFLUENCER ASKS:

- Social media photo frame
- Sharing their COVID-19 vaccine story
- Highlighting vaccine locations in their area
- Directing followers to TAMACC website for more information
- Attending community events and posting about it through in-feed posts or Facebook and Instagram stories.
- Sharing campaign materials on social platforms

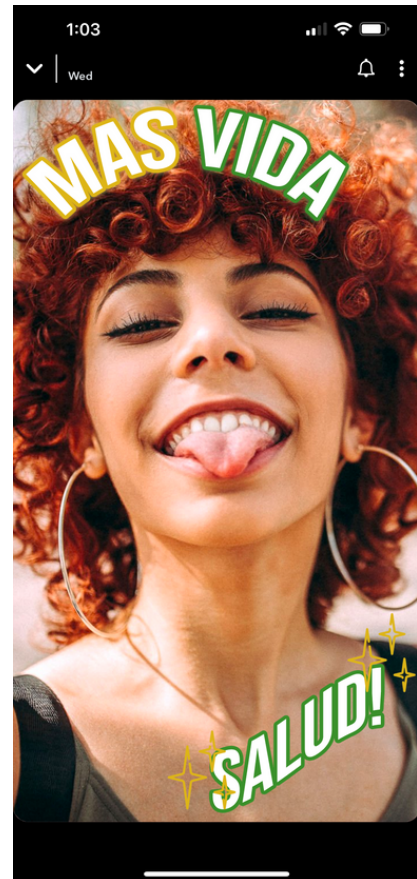


Photo frame example

## SOCIAL MEDIA BOOSTED VS. AD CONTENT

To get the most money for paid content, it's important to understand the differences of boosted posts as compared to Facebook or Instagram ad content.

	BOOSTED POSTS	FACEBOOK ADS
AD CREATION	Apply a budget to expand the reach of an existing post from your Facebook Business Page	Create your ad in Facebook Ads Manager
AD OBJECTIVES	<ul style="list-style-type: none"> <li>• Messages</li> <li>• Engagement</li> <li>• Video views</li> <li>• Website visitors</li> <li>• Leads</li> <li>• Calls</li> </ul>	<ul style="list-style-type: none"> <li>• Brand awareness</li> <li>• Reach</li> <li>• App installs</li> <li>• Traffic</li> <li>• Lead generation/conversions</li> <li>• Messages</li> <li>• Engagement</li> <li>• Video views</li> </ul>
AD PLACEMENTS	<ul style="list-style-type: none"> <li>• Facebook news feed</li> <li>• Instagram</li> <li>• Messenger</li> </ul>	<ul style="list-style-type: none"> <li>• FB Mobile news feed</li> <li>• FB Desktop news feed</li> <li>• FB news feed side column</li> <li>• Messenger</li> <li>• IG &amp; IG stories</li> <li>• Instant articles</li> <li>• Audience Network</li> </ul>
AD FORMATS	<ul style="list-style-type: none"> <li>• Based on a standard FB post</li> <li>• Standard call-to-action buttons</li> </ul>	<ul style="list-style-type: none"> <li>• Carousels</li> <li>• Custom call-to-action buttons</li> </ul>
AD TARGETING	<ul style="list-style-type: none"> <li>• Interests</li> <li>• Age</li> <li>• Gender</li> <li>• Location</li> <li>• Demographics</li> <li>• Behaviors</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced audience targeting</li> <li>• Lookalike audiences</li> </ul>

# MAS VIDA |

## SOCIAL MEDIA BOOSTED CONTENT

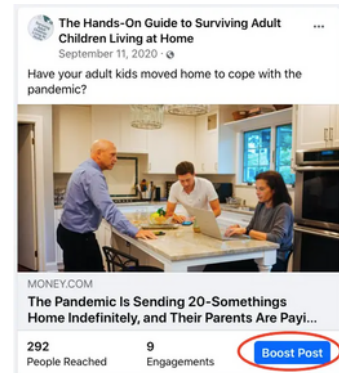
Choosing to boost content on social platforms can be a cost effective way to grow the campaigns audience digitally. To maximize the ad reach and money spent, it's recommended to follow these steps.

**1** - Go to your facebook page

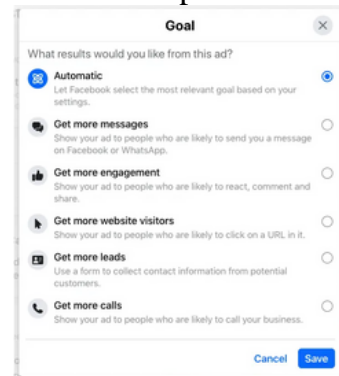
**2** - Scroll to the post you want to promote and click the blue Boost Post button below the post

**3** - Select the goal for your boosted post

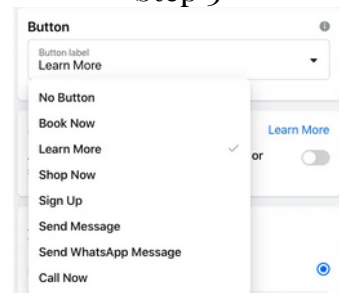
**4** - Choose what the call-to-action button in your Facebook Ad will say



Step 2



Step 3



Step 4

# MAS VIDA | SOCIAL MEDIA BOOSTED CONTENT

5 - Choose the audience for your boosted post

## ADDITIONAL CAMPAIGN AUDIENCE TARGET RECOMMENDATIONS:

**Gender:** Male and Female

**Location:** San Antonio, Rio Grande Valley, El Paso, Corpus Christi, Houston and/or Austin

**Age:** 30

## TO NOTE:

As the audience is adjusted, Facebook will show your estimated results

The 'Edit audience' interface allows users to select the location, age, gender, and interests of people to reach with their ad. It includes a search bar for locations, a map view, and a 'Drop Pin' button. The current settings show 'All' for gender, '18' to '35' for age, and 'Vancouver + 40 km' for location. A 'Potential reach' of 870,000 people is displayed, along with a 'Your audience is defined' message. Buttons for 'Cancel' and 'Save audience' are at the bottom.

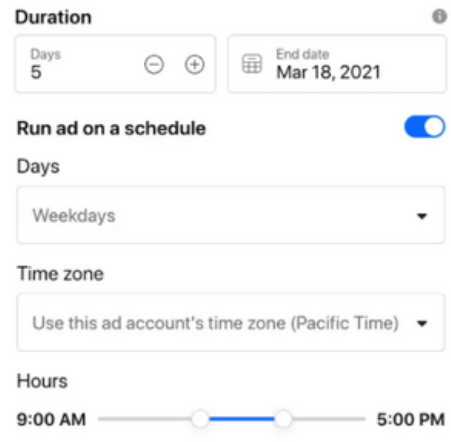
The 'Detailed targeting' interface shows various demographic and interest filters. It includes a search bar for 'Detailed targeting' and tabs for 'Demographics', 'Interests', 'Behaviours', and 'More categories'. The 'Demographics' tab is selected, showing filters for Education, Financial, Life events, Parents, Relationship, and Work. A note states: 'Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.'

The 'Audience' section shows 'Who should see your ad?' and 'People you choose through targeting'. It includes 'Audience Details' (Location: Living in United States, Age 18 - 65+, Gender Female, People Who Match Education Level: College grad) and options for 'People who like your Page' and 'People who like your Page and their friends'. A 'Create New' button is at the bottom. The 'Estimated Daily Results' section shows 'People Reached' (462 - 1.3K) and 'Link Clicks' (56 - 161). The 'Payment Summary' section shows 'Total budget' (\$25.00 CAD) and 'Your ad will run for 5 days'.

Step 5

# MAS VIDA | SOCIAL MEDIA BOOSTED CONTENT

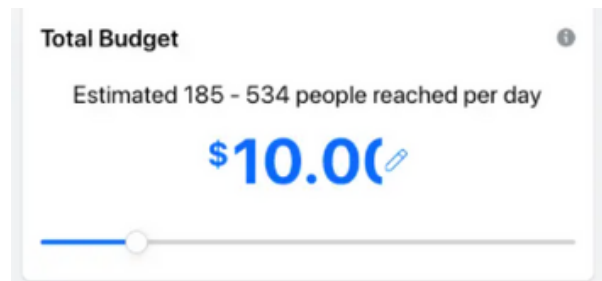
6 - Choose your duration and timing



The screenshot shows the 'Duration' and 'Run ad on a schedule' settings for a Facebook ad. The 'Duration' section has a 'Days' field set to 5 and an 'End date' field set to Mar 18, 2021. The 'Run ad on a schedule' toggle is turned on. Below it, the 'Days' dropdown is set to 'Weekdays'. The 'Time zone' dropdown is set to 'Use this ad account's time zone (Pacific Time)'. The 'Hours' section features a slider set from 9:00 AM to 5:00 PM.

Step 6

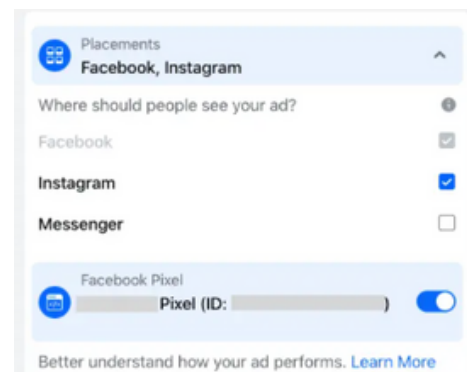
7 - Use the slider to set your budget



The screenshot shows the 'Total Budget' section of the Facebook ad settings. It displays 'Estimated 185 - 534 people reached per day' and a budget of '\$10.00' with a pencil icon for editing. Below the budget is a horizontal slider.

Step 7

8 - Choose your ad placement and select your payment method

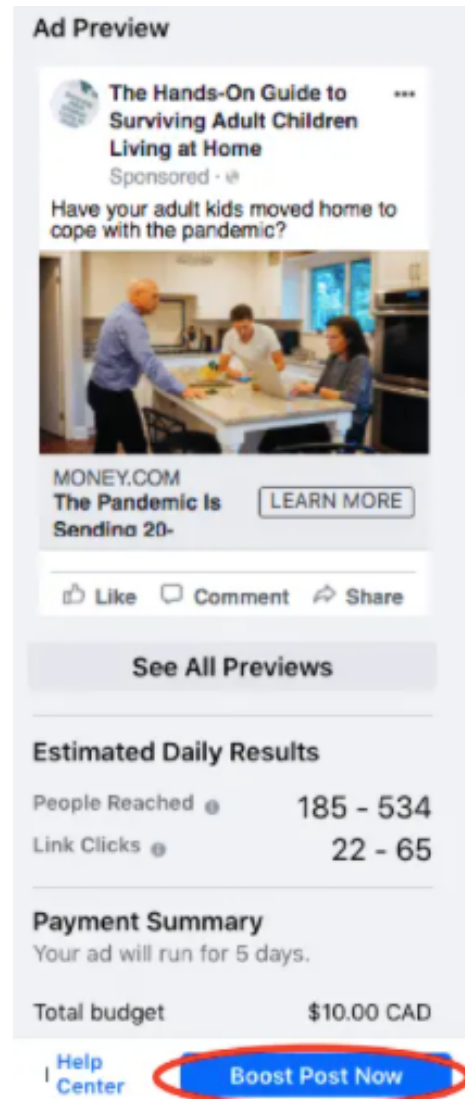


The screenshot shows the 'Placements' section of the Facebook ad settings. It lists 'Facebook, Instagram' as the selected placements. Below, there are checkboxes for 'Facebook', 'Instagram' (checked), and 'Messenger'. At the bottom, the 'Facebook Pixel' is shown with a 'Pixel (ID: )' field and a toggle switch turned on. A link to 'Learn More' is provided at the bottom.

Step 8


# MAS VIDA | SOCIAL MEDIA BOOSTED CONTENT

9 - Check your ad preview and estimated results. **If you're happy, click Boost Post Now**






The image shows a Facebook interface for reviewing an ad. At the top, under 'Ad Preview', is a sponsored post from MONEY.COM titled 'The Hands-On Guide to Surviving Adult Children Living at Home'. The post includes a photo of three people in a kitchen and a 'LEARN MORE' button. Below the preview are 'Like', 'Comment', and 'Share' icons, and a 'See All Previews' button. The 'Estimated Daily Results' section shows 'People Reached' as 185 - 534 and 'Link Clicks' as 22 - 65. The 'Payment Summary' section states the ad will run for 5 days with a total budget of \$10.00 CAD. At the bottom, there is a 'Help Center' link and a blue 'Boost Post Now' button, which is circled in red.

**Ad Preview**

The Hands-On Guide to Surviving Adult Children Living at Home  
Sponsored · 



Have your adult kids moved home to cope with the pandemic?

MONEY.COM  
The Pandemic Is Sending 20-  
[LEARN MORE](#)

 Like  Comment  Share

[See All Previews](#)

**Estimated Daily Results**

People Reached 	185 - 534
Link Clicks 	22 - 65

**Payment Summary**  
Your ad will run for 5 days.

Total budget	\$10.00 CAD
--------------	-------------

[Help Center](#) [Boost Post Now](#)

Step 9

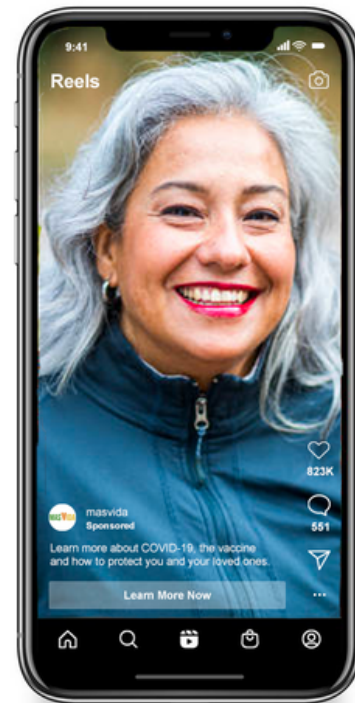
## MAS VIDA | SOCIAL MEDIA ADS

To grow the campaigns reach digitally, putting money into specific social media ads can be another cost effective way to get the campaigns content to new eyes.

### EXAMPLE SOCIAL MEDIA ADS:



Ex: paid ad on Facebook



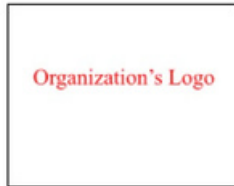
Ex: paid ad on Instagram Reels



# MEDIA RELATIONS

# MAS VIDA | PRESS RELEASE TEMPLATE

Announcing a partnership between TAMACC and a local Hispanic chamber for the campaign can attract the attention of local broadcast, radio and print medias.



Mas Vida 1 of 2 pages

**Media Contact: NAME  
PHONE  
EMAIL**

**(Organization) launches Mas Vida campaign to support local Hispanic Communities get vaccinated (get healthier, etc)**

**CITY NAME, STATE NAME – Date (format (abbreviated month, day, year)) –**

(Organization) is partnering up with The Texas Association of Mexican American Chambers of Commerce (TAMACC) to launch a campaign aimed at helping Texas Hispanics get vaccinated against COVID-19. Organization is encouraging people to go to its website at (website (do not include www)) to download facts about the COVID-19 vaccine.

Organization is helping TAMACC spread the word about the importance of getting vaccinated and having “more life.”

While infections and deaths due to COVID-19 are dropping, the threat of contracting the coronavirus still exists. According to the CDC, more than 60% of eligible Hispanics have not yet received the vaccine, and almost 75% have not received the booster.

“Hispanics living in our local communities make up a large percentage of essential workers,” said organization spokesperson. “As a community advocate and supporter of small businesses, we believe that the vaccine will help keep Hispanic business owners and their families stronger and safer than ever.” *(This is a sample quote. Consider - why did you decide to partner with TAMACC? Include information there that is local to your local community coverage area).*

# MAS VIDA | PRESS RELEASE TEMPLATE



Mas Vida 2 of 2 pages

**Media Contact: NAME  
PHONE  
EMAIL**

A recent survey by a Texas State University graduate student cohort found that almost 50% of people surveyed did not plan on getting the COVID-19 vaccine by the end of this year. However, the Mas Vida campaign aims to change that.

“We learned that so much of the vaccine hesitancy is due to misinformation spreading around the local Hispanic communities,” said J.R. Gonzalez, TAMACC Executive Vice Chair who spearheaded the campaign. “Partnering with local chambers to help dispel misinformation may help save lives.”


###

About **TAMACC**: TAMACC is a nonprofit 501 (c) 6 organization founded in 1975 to promote business leadership, create economic opportunities and provide legislative advocacy for the Hispanic business community in Texas. Since its incorporation, TAMACC has grown into the most active state Hispanic association in the country which focuses on Legislative Advocacy, Procurement Programs, Training and Development of its members and Hispanic businesses in Texas. TAMACC serves as the organizational umbrella for member Hispanic chambers and business organizations statewide. With a membership of over 15,000 businesses and is the leading advocate for over 700,000 Hispanic owned businesses in Texas.

About (organization):


## MAS VIDA | SPONSORED PRINT CONTENT

Paid advertisement on print publications can be an effective way to grab a readers attention outside of social media.



TEXANS WANT TO  
**LIVE MAS VIDA WITH BETTER HEALTH.**

*Find your nearest COVID-19 vaccination center at  
[tamacc.org/masvida](https://tamacc.org/masvida)*

Sponsored by  **TAMACC**  
EST. 1975

## MAS VIDA | PRINT PUBLICATIONS

When engaging with print publications, either with a press release or news pitch, focus on top publications in each target area to maximize the campaigns reach. Targets are defined as areas of Texas with active Hispanic chambers that each have a large community reach.

### SAN ANTONIO, TX

- San Antonio Magazine
- San Antonio Express-News
- San Antonio Business Journal
- San Antonio Current
- The Paisano

### RIO GRANDE VALLEY

- MYRGV News
- The Monitor
- The Brownsville Herald
- Valley Morning Star
- El Nuevo Herald

### EL PASO, TX

- El Paso Times
- El Paso Herald-Post
- El Paso Journal

### CORPUS CHRISTI, TX

- Caller-Times
- Corpus Christi Cronica
- El Tejano Hispanic Community
- Business Journal of Corpus Christi

### HOUSTON, TX

- Houston Business Journal
- Baytown Sun
- The Courier
- Free Press Houston
- Houston Chronical
- Galveston County Daily News
- Houston Herald

### AUSTIN, TX

- Austin American-Statesman
- The Austin Chronical
- Austin Daily Herald
- Austin Business Journal

## MAS VIDA | BROADCAST STATIONS

To expand the campaigns reach beyond social media, it's recommended to pitch campaign news to local broadcast stations in areas with active Hispanic chambers and a large community reach.

### SAN ANTONIO, TX

- KENS
- KSAT
- WOAI
- KABB

### RIO GRANDE VALLEY

- KRGV
- KTFV
- KVEO
- KFVX

### EL PASO, TX

- KDBC
- KTSM
- KVIA
- KFOX

### CORPUS CHRISTI, TX

- KRIS
- KSCC
- KZTV
- KIII

### HOUSTON, TX

- KTRK
- FRIV
- KHOU
- KPRC

### AUSTIN, TX

- KVUE
- KEYE
- KTBC
- KXAN

# ADDITIONAL CONTENT

## MAS VIDA | VIDEO CONTENT

Telling the campaigns story through video content creates another opportunity to engage the target audience through social media content. See video attachment for example.

### VIDEO STORY IDEAS:

- Real story profiles of individuals, exploring the challenges, struggles, successes, and tales of life before, during, and after COVID-19
- Vaccination success stories
- Facts and statistics of the COVID-19 vaccine
- How TAMACC is working with the local Chamber of Commerce to partner in Hispanic Communities
- Mas Vida stories, exploring how to live with COVID-19 in a healthier, happier way while protecting those around us

### INTERVIEW QUESTION EXAMPLES:

- What prompted you to get the vaccine?
- Has COVID-19 impacted you in any way?
- What does the campaign title, Mas Vida, mean to you?
- What would you say to people to encourage them to get the vaccine?
- What misinformation have you heard about COVID-19?



# MAS VIDA | VIDEO CONTENT

When sharing video stories through social media platforms, understanding what performs best is key to ensuring the content gets the maximum amount of organic views.

## SOCIAL MEDIA VIDEO BEST PRACTICES:

	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN	YOUTUBE	TIKTOK
MAXIMUM LENGTH	IG Story: 15 secs Grid video: 60 secs. IGTV: 10 mins	240 mins.	140 secs.	Native: 10 mins Ads: 30 mins		3 secs. to 3 mins.
OPTIMUM LENGTH	IG Story: 1-7 slides Grid video: less than 60 secs. IGTV: 2-5 mins	15 seconds to 3 mins.	43 to 45 secs	30 secs. or less	Organic: 15 mins. Ads: 12 secs. to 3 mins.	9 to 15 secs.

## MAS VIDA | PODCASTS

Discussing the campaign through other mediums, such as podcasts, can help expand the conversations reach and attract new audiences.

### PODCASTS COLLABORATION SUGGESTIONS:

- Explore collaborations with both Spanish and bilingual podcasts
- Look into podcasts focused on culture, hispanic community, and health

### TOPIC IDEAS:

- Exploring the challenges of healthcare in the Hispanic community
- A review of the challenges that are still facing the Hispanic community after the peak of the pandemic and how to address them (specifically offering programs and resources available).
- An inside view into the cultural intersection of culture and health
- TAMACC partners with Texas State to drive a continued COVID awareness campaign

## MAS VIDA | PROMOTIONAL MATERIAL

For word of mouth mentions, handing out branded promotional materials and using social media for campaign engagement is suggested.

### AT SOCIAL AND NETWORKING EVENTS:



STICKERS



PAMPHLETS



PENS

### ON SOCIAL MEDIA:



PHOTO FRAME



CHALLENGE USERS TO SHARE  
THEIR COVID-19 VACCINE STORY