

Social Media Brand Guide

HOSA Mission Statement

The mission of HOSA is to enhance the delivery of compassionate, quality health care by providing opportunities for knowledge, skill and leadership development of health science education students, therefore, helping HOSA members and advisors to meet the needs of the health care community.



Core Values

Learn: We are committed to learning and becoming respected, knowledgeable and skilled health professionals. We will respect the experiences and contributions of our teachers, peers and patients and seek to learn from them.

Lead: We will serve as role models in our academic program, profession and community. We will be ethical, accountable and trustworthy. We will use our influence to empower others to strive for excellence.

Serve: We are dedicated to serving others with compassion. We believe that individuals are important and we will treat everyone with respect and care.

Innovate: We are dedicated to enriching the lives of others. We will continuously seek the knowledge and skills to address challenges and improve the health professions.

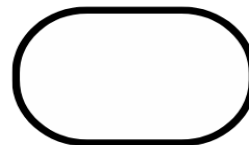
Official Patch



Colors of HOSA



Navy Blue = represents loyalty to the health care profession



Medical White = represent purity of purpose



Maroon = represents compassion of all HOSA members

Follow us on Instagram @HOSA.ILLINOIS

Best Practices for Instagram

One of the most effective forms of marketing is through the use of Instagram. It's not easy, but it's worth the effort.

DO'S

Do make each post engaging and valuable

Do show a personal side. Use Instagram to highlight the human side of your chapter. Show the people, places and things that make your chapter unique! A great way to do this is by **showcasing your Officer Team!!**
Participate in Officer takeovers.

Do include a clear value statement in your bio. things you can include:

- Link to Illinois hosa website
- Short summary of what your chapter does
- Core values
- Goals
- profile image.

Do incorporate subtle branding. Plastering logos on all posts does not make for engaging content. Instead, try to find clever ways to visually tie things together.

Do use the official hosa brand logo with your chapters name included as your profile pic. Make sure your logo is uniform and easily recognizable across all social media platforms.

DON'T

Don't just post for quantity.

Once you've set your pace, it is important to make sure consistency does not come at the cost of quality

Don't come up with captions last minute and forget to provide value

Don't post about controversial or political topics.

Don't leave meaningless comments and focus solely on gaining followers.

Don't forget, what you post online is permanent! make sure to keep things clean, fun, and professional