

**AMS Healthcare**

# Recognition Requirements



advancing innovative healthcare  
with compassion at its core

BRAND RECOGNITION REQUIREMENTS



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As a condition of AMS Healthcare funding, all publications, presentations, and events, as well as awards received, using AMS Healthcare resources must acknowledge the support of AMS Healthcare. They must also adhere to our social media requirements.

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# 02. Individuals

Congratulations on receiving funding from AMS Healthcare! Here are the requirements that AMS Healthcare has deemed mandatory as a condition of our funding support. By recognizing us, we will be better able to promote you and your efforts to our community.

## PUBLICATIONS

Publications include all peer-reviewed, organization-published, or individually published and/or distributed documents.

- At a minimum, please acknowledge "funding from AMS Healthcare" and include our logo
- Please share with us any articles or publications that you write/featured in. We will also publish it to our website and share it to our network. You can share articles with us by sharing them into the AMS Community Slack Channel or by emailing [info@amshealthcare.ca](mailto:info@amshealthcare.ca)

## SOCIAL MEDIA

### Twitter:

- **Add @AMSHealthcare to your Twitter profile/bio**
- **When tweeting about your AMS Healthcare work/partnership/event tag us in the tweet**
- **Tag us in any announcement, article, or award that you received that can be linked to your AMS Healthcare work/partnership**

### LinkedIn:

- **Add AMS Healthcare as an experience item in your LinkedIn profile or add us as a partner in your organizations page**
- **Tag AMS Healthcare in any announcement, article, or award that you received that can be linked to your AMS work/partnership**

# Event Promotion: Social Media Plan

We would ask that our partner organizations provide us with a social media plan at least six weeks before the event. This will ensure that we can reach a larger audience and collaborate. If you have a designated social media manager, please have them get in touch with [info@amshealthcare.ca](mailto:info@amshealthcare.ca) to coordinate a plan.

03.

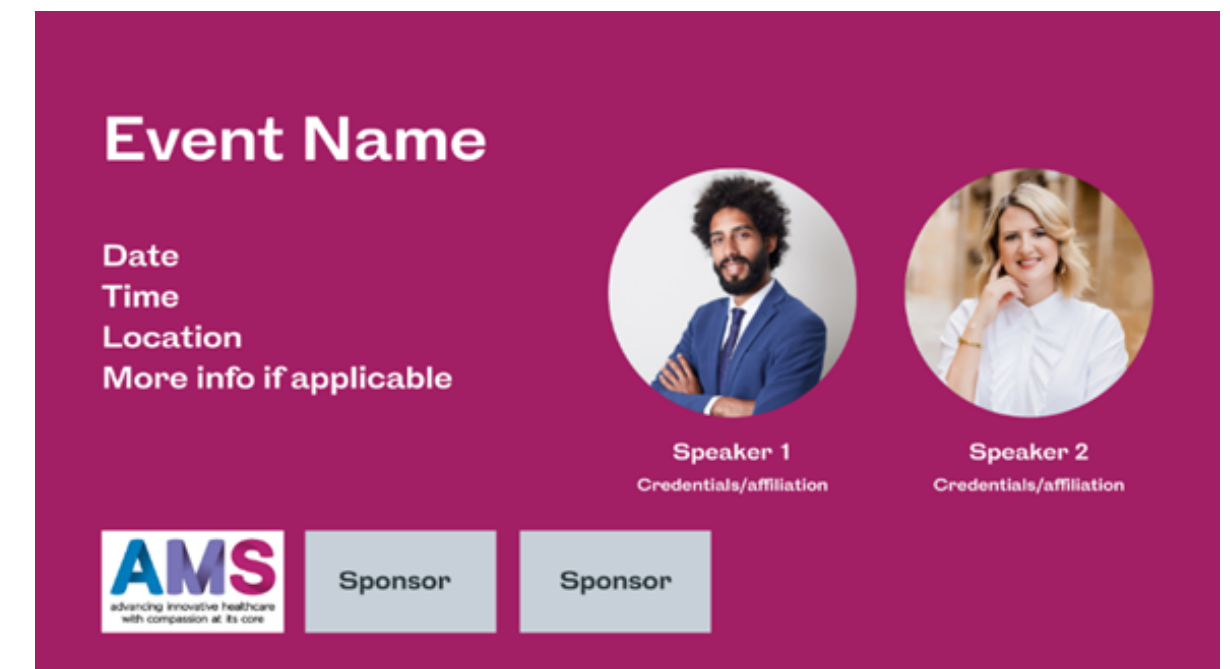
## Tagging

- Each time you post, we ask that you tag **AMS Healthcare @AMSHealthcare**
- Tag handles of other sponsors, as well as that of the speakers
- Tag groups in the event image that are affiliated with the speaker (ex. if the speaker is from UHN tag @UHN)
- Tag groups in the image that would be interested in the event (ex. if the event is about geriatrics tag @CanGeriSoc)

## Posting Schedule

- Starting 2 weeks before the event: Tweet once a day until the day of the event
- Tweet a reminder a few hours before the event begins
- Live Tweet (tweet during) the event: 3-5 times about things that were said or the speaker schedule
- LinkedIn: once a week prior is sufficient then once more 2 days before the event

## Sample Event Image Template



# Logos & Brand Guidelines

Our logos are available for download [here](#)

Stacked logo:



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Horizontal logo:



advancing innovative healthcare  
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## AMS Healthcare Brand Colours:

R 163 G 31 B 101

#A31F65

R 81 G 77 B 147

#514D93

R 0 G 92 B 138

#005C8A

# Thank You

Questions?

Please do not hesitate to contact us:

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