



Social Media Post Sponsorship Guidelines

Social Media Package – 3 social media posts; Social Media Post – 1 social media post

In the form of videos, images or carousel content which will be posted across LinkedIn, YouTube Shorts, Instagram, Facebook, TikTok, and X. Image posts will not be posted on video-only platforms.

Terms & Conditions:

The following criteria shall apply to all social media posts.

- Requests from companies, individuals, or groups whose products or services are of interest to AACS members will be considered on an individual basis. The AACS reserves the right to determine which requests it will approve.
- Requests from companies, individuals, or groups making false, deceptive, or misleading claims or statements or engaging in deceptive marketing practices or techniques will not be accepted.
- The AACS Exhibits & Advertising Review Committee will review the proposed post.
- Companies, individuals, or groups may not include in their marketing the proper name of the American Academy of Cosmetic Surgery or the “AACS” acronym unless there is an endorsement and/or co-sponsorship agreement currently in place.
- AACS is not responsible for claims made in the post.
- It is the sole responsibility of the purchaser to comply with all legal requirements relating to the marketing and sale of products or services.
- The company/individual must be in good standing with AACS with no outstanding bills or invoices.
- Payment must be received before the eblast will be executed.

Content Specifications:

1. Video content specs:
 - i. Should be between 30-90 seconds in length
 - ii. Minimum of 1080p & 30FPS for quality
 - iii. Must not include the AACS logo
2. Image/Carousel content specs:
 - i. For all images, single or carousel: 1080x1350 pixels (4:5 ratio) size.
 - ii. Carousel specs: If you are providing carousel images that are common for Instagram, please provide the labels in order of sequence. For LinkedIn, please provide a pdf of the carousel images. If you have any other long form pdf content such as a white paper, we can share that instead on LinkedIn.

3. Caption/Copy to accompany social post:
 - i. Please provide a caption/copy and landing page link. LinkedIn, YouTube Shorts, Instagram, Facebook, TikTok can be up to 600 characters. We will shorten text to accommodate X which allows up to 280 characters.
 - ii. It will contain text at the end of the post.
 1. If for Annual Meeting sponsorship: *This post is sent by the American Academy of Cosmetic Surgery on behalf of the (year) Annual Scientific Meeting Sponsorship, (Sponsor Name)*
 2. If for sustaining sponsorship: *This post is sent by the American Academy of Cosmetic Surgery on behalf of (year) Sustaining Sponsor, (Sponsor Name)*
4. Call to action:

Provide a link to landing page
5. Collaboration:
 - i. On Instagram @aacs_cosmeticsurgery, we can add up to 3 additional collaborator accounts. Please provide the handle links.
 - ii. On LinkedIn, YouTube Shorts, Facebook, TikTok, and X, we can tag up to 3 additional accounts
 - iii. On Facebook, we can also add 1 company page URL as a collaborator.
6. Send video files via WeTransfer.com link to maintain quality or provide any file sharing link your company uses. Do not send attached to an email.
7. Provide content a minimum of 3 weeks prior to the date that will be posted. We will share the final product with you prior to posting.

Reporting:

A spreadsheet of statistics will be provided and include views, likes, comments, and shares. Please note: the types of statistics for each platform varies.

For more information and questions regarding social media specs, please contact Josh Ceh, MBA, AACCS Marketing Manager at jceh@cosmeticsurgery.org.

Rev. 07/28/25