

ACLM TRAINEES SOCIAL MEDIA USE GUIDE



HASHTAGS, ACCOUNTS TO TAG/FOLLOW, AND GENERAL GUIDELINES TO STICKING TO EVIDENCE-BASED INFORMATION

HASHTAGS

We suggest using the following hashtags for optimum social media engagement. Copy and paste these to your captions and feel free to add your own!



**#lifestylemedicine #prevention
#nutrition #aclm #aclmtrainees
#wholefoods #plantbased
#healthylifestyle #wellness #health
#fitness #workout #doctor
#physicians #students #cancer
#autoimmune #chronicillness
#type2diabetes #heartdisease
#chronicfatigue #support
#goodhealth #eatclean
#healthyeating #sweat #medicine
#healthcare #medical
#evidencebased #healing
#healthylifestyle**

FREE RESOURCES

For evidence-based information to share, we recommend using these resources :

- ACLM website - under the Lifestyle Medicine tab on the main page, you will find links to Scientific Evidence and Tools/Resources

- Nutritionfacts.org - Dr. Michael Greger provides free updates on the latest research in nutrition

- Truehealthinitiative.org - global coalition of renowned experts that provide resources and the latest lifestyle medicine news

ACCOUNTS TO TAG/FOLLOW

When posting content to social media platforms, it can be helpful to tag the following accounts. They will typically reshare and spread your content with their followers.



**@aclifemed
@aclmtrainees
@physicianscommittee
@forksoverknives
@aslmifemed
@lifemedglobal
@pbsng
@yourlifeandhealth
@truehealthinitiative
@plantpuration
@nutritionstudies
@doctorsfor nutrition
@plantbasedhealth
professionals**



ACLM TRAINEES BRAND GUIDELINES



GENERAL LOGO REQUIREMENTS

- The full ACLM Logo with all elements must be included
- Icon should appear in color
- Logo Font = Gill Sans
- Content Font = Franklin Gothic



COLOR MODIFICATIONS

- Only black and white/greyscale modifications are permissible
- Logo should appear on solid background, preferably white



SIZE/ICON MODIFICATIONS

- Stacking for space and fit is permissible
- ACLM abbreviation can be used as long as the full name is present in content
- Minimum of 0.125 inch spacing between logo and other graphics
- Icon may be displayed alone if full logo is also present in the same frame and is no smaller than 1/2 inch diameter and no larger than 4 inch square

Color Palette:

- Red 186 (R:200 G:16 B:46) (Hex C8102E)
- Orange 1505 (R:255 G: 105 B:0) (Hex FF6900)
- Yellow 2006 (R:235 G: 188 B: 78) (Hex EBBC4E)
- Green 2398 (R:0 G: 186 B:179) (Hex 00BAB3)
- Dark Green 3288 (R:0 G:130 B:100) (Hex 008264)
- Blue 2196 (R:0 G: 105 B: 177) (Hex 0069B1)
- Black 6 (R: 16 G:24 B:32) (Hex 101820)
- Gray is 40% Black 6

- Social Connection
- Substance Abuse
- Exercise
- Stress
- Nutrition
- Sleep

