

OCAST PARTNERSHIP MEDIA KIT
Social Media Promotion Guidelines
Key Messaging Protocol

Thank you for partnering with the Oklahoma Center for the Advancement of Science and Technology (OCAST). We greatly value your collaboration and support in driving innovation and technology-based economic development in Oklahoma. As a valued partner, we would like to outline the expectations and guidelines for social media promotion once you receive funds for your project.

Acknowledgment of Partnership:

When announcing the partnership, please ensure that you acknowledge OCAST's support. Use the official OCAST logo provided in the media kit on all related promotional materials, webpage, and social media posts.

Tagging and Mentioning OCAST:

In your social media posts related to the funded project or any other content related to the partnership, kindly tag, and mention OCAST's official social media handles. This will ensure that our community and stakeholders are aware of our collaboration and will enable us to engage with your posts better.

Official OCAST Handles:

- Facebook: @ocastoklahoma
- Twitter: @ocast
- LinkedIn: @ocastoklahoma
- Instagram: @ocastok

Hashtags:

Use the following official hashtags in your posts related to the project or our partnership. These hashtags will help create a unified online presence and enhance visibility.

Official Hashtags:

- #OCASTpartners
- #OCASTok
- #fundedbyOCAST

Content Guidelines:

Create engaging and informative content related to the funded project, focusing on the innovation and its potential impact and end use. Share updates on milestones achieved, breakthroughs, and any other relevant news. Feel free to use images, videos, and infographics to make your posts more visually appealing.

Frequency of Posts:

We recommend posting about the funded project at least once a month throughout its duration. Additionally, we encourage you to post about other OCAST initiatives, events, and activities to showcase your ongoing support for promoting innovation in Oklahoma.

Engagement and Interaction:

Engage with OCAST's social media posts whenever relevant and respond to any comments or inquiries from our followers. This will strengthen our online community and foster collaboration.

Reporting and Analytics:

The 2nd Monday of each month, share social media analytics with OCAST, including reach, engagement metrics, and any notable interactions resulting from your posts. This information will help us assess the impact of our partnership and refine our social media strategy.

Compliance with Platform Guidelines:

Please adhere to the terms and guidelines of each social media platform you use for promotion. Ensure that your content follows community guidelines and does not violate any platform-specific policies.

Linking to OCAST's Website:

When applicable, include a link to OCAST's website (www.ocast.ok.gov) in your posts or in your social media bio to direct interested parties to learn more about our organization and initiatives.

Partner's Key Messaging:

Please use the key message below on your social networking channels, press releases, or any public announcements.

"We're delighted to announce our partnership with the Oklahoma Center for the Advancement of Science and Technology (OCAST), a driving force behind innovation and technological-based advancement. Thanks to OCAST's funding and support. Together, we're shaping a brighter future and making a significant impact in Oklahoma."

Funds Received from U.S. Treasury 's SSBCI:

When referencing the funds received it's crucial to provide accurate attribution as per the specific requirements set by the U.S. Treasury. Please use the following format: "U.S. Treasury's State Small Business Credit Initiative (SSBCI) and/or U.S. Treasury's SSBCI funds administered through OCAST."

Publications and Publicity for Contractors/Partners:

To coordinate and integrate publicity efforts and outreach activities between OCAST and its affiliate organizations, OCAST and the Contractor shall agree to collaborate and regularly discuss plans for materials that will be distributed to the public. The Contractor shall identify OCAST in a prominent location as the major sponsor of the Program in all articles, educational materials, presentations, media releases and publications and other documents produced by the Contractor, as well as in all speeches and/or presentations made to or before legislators, government employees, and any members of the public and shall include a statement that the Program is an OCAST program. This statement shall read: The Oklahoma Inventor Assistance Service receives state appropriations from the Oklahoma Center for the Advancement of Science and Technology. Contractor shall publicize to the greatest extent possible OCAST supported activities and program impact and outcomes both internally and through local and national media. All Program materials referencing or mentioning OCAST, an OCAST supported program, or utilizing the OCAST logo shall be provided to the OCAST Communications Manager and Public Information Officer, Makeba Griffin via email: makeba.griffin@ocast.ok.gov, in advance of any release, article or event.

Permissible OCAST Logos: Logos are attached separately.

Correct format



Incorrect format: Image should not appear stretch or pixelated.



TIP: When resizing the logo to fit your platforms, please resize using the upper or lower left/right corner handles.