AWMI Marketing
Cheat Sheet!

AWMI Accounts:

 @Association Of Women In The Metal Industries - AWMI

 @awmisocialmedia

 @AWMI - Association Of Women In The Metal Industries - International
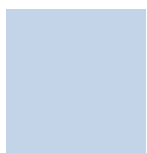
AWMI Logos:

AWMI Colors:

Along with white and black

 Pantone: 541 CP
Hex: #064276
RGB: 6, 66, 118

Pantone: 109-8 C
Hex: #0075bb
RGB: 0, 117, 187

Pantone: 2707 CP
Hex: #c3d4e8
RGB: 195, 212, 232

Hashtags:

#awmisocialmedia

#awmi2024
(this changes every year)

#womeninmetals

#awmi(chapter)

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Tips for great captions:

1. Know and engage your audience!

The first step to writing good captions is to know who you are writing for. Your audience determines the tone, style, and language of your captions. Think about what your audience expects from you and what they want to learn from your posts. Your captions should not be a one-way communication, but a conversation starter. You want to encourage your readers to interact with your posts, whether it is by liking, commenting, sharing, or clicking on a link. Engaging your audience with your captions helps you build relationships, loyalty, and trust.

2. Be Concise!

Keep your captions concise and clear. Most social media users have a short attention span and scroll through their feeds quickly. You want to capture their interest with a few words that summarize your message and entice them to read more.

3. Use a Hook!

Use a hook to grab your readers' attention. A hook is a catchy phrase, question, or statement that makes your readers curious and want to know more. A hook should be relevant to your post and your audience and create a sense of urgency or excitement.

4. Add Value!

Your captions should not only describe your photos or videos, but also provide some useful information, advice, or insight to your readers. Adding value to your captions shows that you care about your audience and that you have something to offer them.

Association of
Women in the Metal Industries

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Dimensions for social media posts:

(width x height in pixels)

Instagram:

Profile picture: 320 x 320 px
Landscape: 1080 x 566 px
Portrait: 1080 x 1350 px
Square: 1080 x 1080 px
Stories/Reels: 1080 x 1920 px

LinkedIn:

Profile picture: 400 x 400 px
Landscape: 1200 x 627 px
Portrait: 627 x 1200 px
Square: 1080 x 1080 px
Cover photo: 1128 x 191 px

Facebook:

Profile picture: 170 x 170 px
Landscape: 1200 x 630 px
Portrait: 630 x 1200 px
Square: 1200 x 1200 px
Stories/Reels: 1080 x 1920 px
Cover photo: 851 x 315 px

Images can be uploaded in either JPEG or PNG format. PNG does offer higher image quality. For videos, MP4 is the most common file format.