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Social Media Templates & Guidelines

For associates

2023

Social media templates for associates

We have provided four types of graphics for associates to edit and amplify on their personal social media accounts. For amplification, all templates must be exported as a PNG (high-resolution image).

In this deck, you will find:
- Templates for download
- Guidelines for editing templates
- How to export to a PNG
- 10 Tips before editing your designs

The available templates include:
- Event graphics
- Quote card graphics
- Blog/article promotion graphic
- Awards/ recognition graphics

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10 Tips before editing your designs

1. **Design**   Don't change the placement of design elements

2. **Font**   Always Arial

3. **Tiles**   Use sentence case. Not Title Case. OR ALL CAPS.

4. **Text**   Read it all out loud. Too wordy? Reduce it – less is more.

5. **Logo**   Do not replace, change the size, or position of the Cognizant logo

6. **Images**   Use high resolution images

7. **Space**   If there is too much space, increase font size

8. **Color**   Use midnight blue or white for text

9. **Edit**   Review all text for grammar before exporting and posting

10. **File**   All final designs must be exported as .png for posting

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How To Create Cognizant Social Media Event Graphics

Available social media event graphics

2 versions are available: (1) with speaker photo (1) no speaker photo. Both templates available in 5 different brand colors

Speaker details included

Event title only

How to create social media event chips

Version #1

Version #2

Include key event details (name of event, date, location)
Include speaker details when appropriate (hi-res photos, title/role, company)

Header
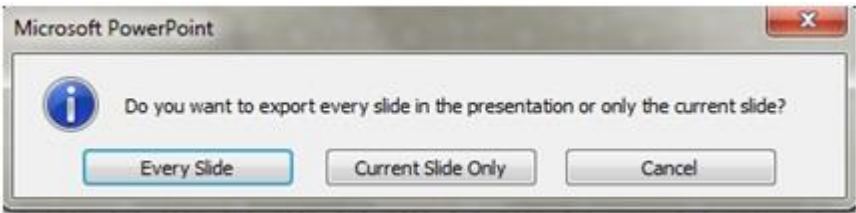57 characters with spaces
3 lines max
Arial Font size 25pt

CTA
"Register Now"

Speaker photos
Hi-res photos of speakers
Image color should be consistent (all full color or all B&W)

How to export your PPT slide to a picture (on PC)

1. In PowerPoint, open the template, select which version you want to use and update with the correct information
2. On the file menu, select **Save As**
3. In the **Save As type** box, select PNG Portable Network Graphics Format (*.png)
4. Select **Save**. You will be prompted by the following dialog box:

5. Select Current Slide Only. The slide is saved in the new format and resolution in the location that you specified in the Save in box.
6. Your final image should be hi-res
   a) To check the resolution right-click the picture then select properties

How To Create Cognizant Social Media
Quote Graphics

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Available social media quote graphics

Templates are available with industry-specific imagery and branded generic shapes. Each template is available in Blue & White

How to create social media quote graphics

" Digital Health and that intersection with Pharmacovigilance is a discipline that uses data, communication to basically improve our healthcare and understand the data."

Fabio Leivano, MD
VP, Safety Science, AbbVie

Include approved quote
Include quoted person's first & last name, title, and company

Quote
160 characters (including space)
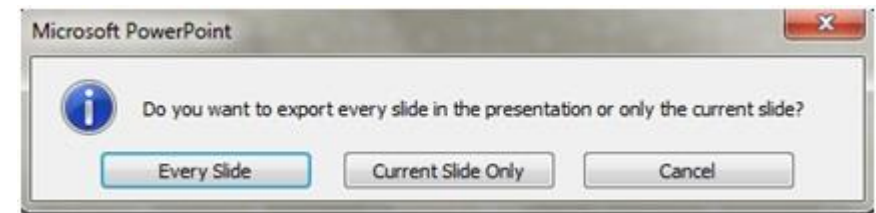Arial Font size 19pt, **bolded**

Image
Do not change industry specific imagery
If image does not resonate, please use generic brand shape template

How to export your PPT slide to a picture (on PC)

1. In PowerPoint, open the template, select which version you want to use and update with the correct information
2. On the file menu, select **Save As**
3. In the **Save As type** box, select PNG Portable Network Graphics Format (*.png)
4. Select **Save**. You will be prompted by the following dialog box:

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6. Your final image should be hi-res
   a) To check the resolution right-click the picture then select properties

How To Create Cognizant Social Media Blog/Article Promotion Graphics

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Available social blog/article promotion graphics

Templates are available with industry-specific imagery and branded generic shapes. Each template is available in Blue & White

How to create social blog/article promotion

Include title of article and CTA

Header
Use sentence case
69 characters (including space)
Arial Font size 27pt, bolded
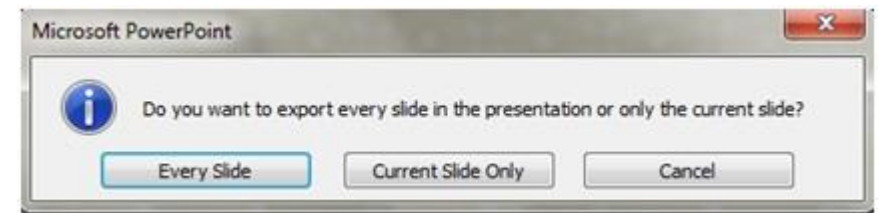
CTA
"Learn more"
Arial, size 16, bolded

Image
Do not change industry specific imagery
If image does not resonate, please use generic brand shape template

How to export your PPT slide to a picture (on PC)

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2. On the file menu, select **Save As**
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   a) To check the resolution right-click the picture then select properties

How To Create Cognizant Social Media Awards/ Recognition Graphics

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Available social blog/article promotion graphics

Templates are available in 3 different brand shapes and color variations. Each template is available in Blue & White

How to create awards/recognition graphics

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Fabio Leivano, MD
VP, Safety Science, AbbVie

Consulting Magazine's 2023
Rising stars of the profession

Include name of award recipient, title of the award and organization

Header
Line 1: First and last name, Arial 25pt, bolded
Line 2: Title and company, Arial 20pt

Award title
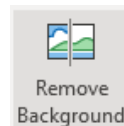Use sentence case
Arial 18pt
Include name of award and organization

Image
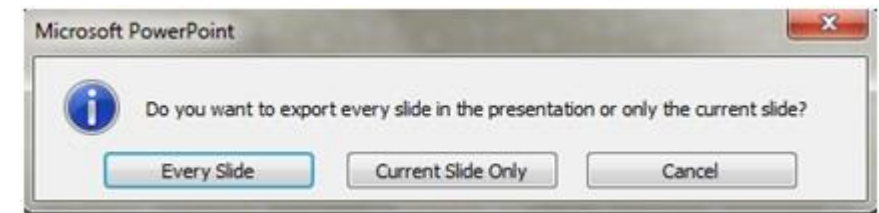Hi-res headshot of award recipient
Transparent background
>To remove image background → double click on image →
>in Picture format select Remove Background → Use Pen
>to identify the area to keep → Select Keep Changes

Remove Background

How to export your PPT slide to a picture (on PC)

1. In PowerPoint, open the template, select which version you want to use and update with the correct information
2. On the file menu, select **Save As**
3. In the **Save As type** box, select PNG Portable Network Graphics Format (*.png)
4. Select **Save**. You will be prompted by the following dialog box:

Microsoft PowerPoint
Do you want to export every slide in the presentation or only the current slide?
Every Slide | Current Slide Only | Cancel

5. Select Current Slide Only. The slide is saved in the new format and resolution in the location that you specified in the Save in box.
6. Your final image should be hi-res
   a) To check the resolution right-click the picture then select properties

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Thank you

Questions? SocialMedia@Cognizant.com