

# THANK YOU FOR HOSTING AN EMERGENCY NEUROLOGICAL LIFE SUPPORT (ENLS) COURSE



This guide is designed to help you promote your upcoming ENLS course and will help to ensure that you have a successful, well-attended event. We encourage you to use all of the resources within this guide to promote your event to your institution and local area. By using this guide you not only help to promote the value of ENLS, you also support other healthcare professionals in their ability to improve patient care and outcomes during the critical first hours of a patient's neurological emergency.

## INCLUDED IN THIS GUIDE, YOU WILL FIND:

- **Style Guidelines** – guidelines for how and when to use different versions of the ENLS logo, fonts and colors, information about any materials you create, and a link to download the ENLS logo and other graphics
- **Social Media Guidelines** – guidelines and best practices for posting about your ENLS course on social media
- **Sample Promotional Plan** – a suggested six-month promotional plan of how and when to promote your upcoming ENLS course
- **Customizable Flyer** – a flyer you can edit to include your course date(s), location and other information

If you have any questions or concerns about any of the materials or information in this guide, please contact us at [enls@neurocriticalcare.org](mailto:enls@neurocriticalcare.org).

# ENLS STYLE GUIDELINES

When creating your own promotional materials, in addition to adhering to the logo usage guidelines below and using ENLS colors and fonts when possible, please send all materials to [enls@neurocriticalcare.org](mailto:enls@neurocriticalcare.org) in advance of usage for review and approval.

## LOGO VERSIONS

Download versions of the ENLS logos from the [ENLS Promotional Materials webpage](#).

### STACKED VERSIONS

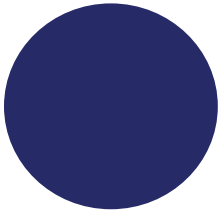


### HORIZONTAL VERSIONS



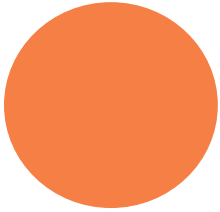
# ENLS STYLE GUIDELINES

## LOGO COLORS



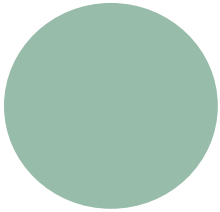
### PANTONE 2756C

CMYK: C | 100 M | 96 Y | 27 K | 20  
RGB: R | 15 G | 32 B | 108  
HEX: #0f206c



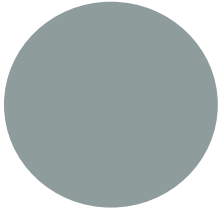
### PANTONE 164C

CMYK: C | 0 M | 63 Y | 78 K | 0  
RGB: R | 255 G | 127 B | 64  
HEX: #ff7f40



### PANTONE 558C

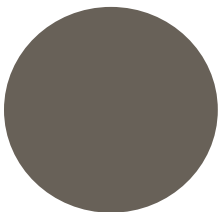
CMYK: C | 41 M | 13 Y | 36 K | 0  
RGB: R | 153 G | 188 B | 171  
HEX: #98bcab



### PANTONE 443C

CMYK: C | 47 M | 31 Y | 35 K | 1  
RGB: R | 142 G | 156 B | 156  
HEX: #8e9b9b

## ADDITIONAL ACCENT COLOR



### PANTONE 405C

CMYK: C | 56 M | 53 Y | 59 K | 25  
RGB: R | 104 G | 97 B | 88  
HEX: #686058

## FONT

Avenir LT Std is the official brand font shared by both the Neurocritical Care Society logo as well as the ENLS logo and should be used whenever possible to maintain brand consistency. A handful of the many available typeface weights are illustrated below. Nunito Sans is the Google font used for the website and digital applications. Arial may be substituted as a last option if necessary.

### AVENIR LT STD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### AVENIR LT STD BOOK OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### AVENIR LT STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### AVENIR LT STD MEDIUM OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### AVENIR LT STD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### AVENIR LT STD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# ENLS SOCIAL MEDIA GUIDELINES

## TIPS + TRICKS



When posting, please keep in mind the following best practices. It is highly encouraged that you use social media as part of your promotions for the course.

- Always use the ENLS hashtag with each post on Twitter and Facebook: #ENLS
- Tag the ENLS social media account in your posts:
  - » **Twitter:** type @enlscourse and automatically tag the account.
  - » **Facebook:** type @ENLS and a small box should pop up; you can select the “Emergency Neurological Life Support (ENLS)” account to tag.
- Use the approved ENLS logo and graphics with your post for brand recognition and credibility.
- Post frequently.
  - » **Twitter:** Posting several times per week is acceptable given the short and quick nature of the platform.
  - » **Facebook:** Posting approximately 2-3 times per week is recommended.
  - » **LinkedIn:** Posting about once per week, but increasing to 2 or 3 times per week closer to registration deadlines or the course.
- Keep your posts short.
  - » **Remember:** Twitter has a 280-character limit, so be concise in your message.
- If you have a call to action in your post, be sure to include a link where your audience can find more information and sign up for the course.
  - » **Bitly** (<https://bitly.com>) is a free tool that will shorten links so they don't take up characters in your post.



## POST BEFORE, DURING AND AFTER THE EVENT

- **Before the event:** post about registering for the course, what to expect, topics the course will cover, who should attend, why this education is so important, etc.
- **During the event:** post a picture or two of action shots of attendees learning, a full room of attendees engaged in conversation and learning, groups of attendees smiling together, etc. Only one or two posts during the event is fine.
- **After the event:** thank your attendees, post any pictures from the event, major takeaways or highlights from the course, any follow-up information your audience needs to know, “if you missed it” post linking to other ENLS courses offered, etc.

Be attentive to your social media accounts and regularly check them for comments, messages, and other engagements and respond in a timely manner.

# ENLS PROMOTIONAL PLAN

Fill in the date of your event and then work backward to create your own personalized timeline for promoting your upcoming ENLS course.



## 6 Months Out

- Create an ENLS course event page on your institution's website
- Create an ENLS course event registration page
- Create an ENLS course event Facebook event
- Create any customized flyers or other pieces using the tools within this guide
- Print out the ENLS customizable flyer and hang up in your office and share with presenters
- Inquire with your institution about being able to place ads or a written blurb in any newsletters, online blogs or other promotional channels



## 3 Months Out

- Send out an email to members of your institution or others in your network who would benefit from the course, encouraging them to attend
- Be sure to include information about any presenters and specifics about the course
- Start to post to your Facebook, Twitter and LinkedIn networks
- Send a short blurb or blog article to your institution for placement in any newsletters, online blogs or other promotional channels



## Six Weeks Out

- Send another email to your main contacts, and encourage them to pass it along to their professional network
- Continue posting to your Facebook, Twitter and LinkedIn networks
- Hang up the customizable flyer in key places around your institution and ask presenters if they will do the same
- Distribute any customized flyers or pieces you created
- Monitor your event registration and consider if you will need to do any additional promotions



## Four Weeks Out

- Continue to monitor your event registration and consider if you will need to do any additional promotions
- Continue to post to your Facebook, Twitter and LinkedIn networks



## Two Weeks Out

- Continue to post to your Facebook, Twitter and LinkedIn networks
- Send an email to any colleagues or people you feel would benefit from the course



## One Week Out

- Post 1-2 times more this week to your Facebook, Twitter and LinkedIn networks encouraging attendees that it is their last chance to register to attend
- Send a final email to those in your professional network who would benefit from the course but haven't registered yet



## Day Before

- Send reminder emails with any pertinent information to your attendees and presenters



## Day of

- Take photos of the live course to post on your social media pages
- Encourage attendees to post using the hashtag #ENLS and share their experiences in the class



## Within One Week

- Post any photos you took or any attendee quotes or testimonials to your social media pages
- Send out a "thank you" email to all of your presenters
- Send out a "thank you" email and any relevant follow-up information to the attendees

# ENLS UPCOMING COURSE



## ATTEND YOUR LOCAL COURSE

EVENT LOCATION

EVENT DATE AND TIME

CONTACT PERSON NAME

CONTACT PERSON EMAIL

REGISTRATION INFORMATION

ENLS is an educational program of 14 distinct modules designed to help healthcare professionals improve patient care and outcomes during the critical first hours of a patient's neurological emergency.

ENLS demonstrates a collaborative, multi-disciplinary approach and provides a consistent set of protocols, practical checklists, decision points, and suggested communication to use during patient management.

This upcoming ENLS course is an instructor-led training session that offers a robust introduction to each course topic through instructor-led classroom training and participants can earn up to 15 **AMA PRA Category 1 Credits™**.

*In support of improving patient care, this activity has been planned and implemented by Cine-Med and the Neurocritical Care Society. Cine-Med is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.*