

Minnesota Child Care Association Sponsor Member Content Guidelines

Sponsor members at the Silver, Gold, and Platinum level receive benefits including advertisements in MCCA-branded email communication and posts on MCCA social media accounts (Instagram, Facebook, X). Content must follow MCCA guidelines as described below. MCCA reserves the right to approve, edit, or deny content provided by sponsor members.

Sponsor members are responsible for reaching out to MCCA during their membership year to provide content and coordinate email advertisement and social media sponsorship benefits.

General Content Guidelines

- No explicit or offensive imagery or language.
- No AI-generated images.
- Sponsor members must be the primary owner of any and all copyrighted material used in their content submission.
- MCCA is required to disclose any and all paid partnerships by using terms like “advertisement,” “ad,” and “sponsored” in sponsor member posts made from MCCA accounts.

Newsletter and/or Email Content Guidelines

The MCCA newsletter is sent monthly at the beginning of the month. Content must be submitted by the 25th of the previous month for inclusion in the MCCA newsletter.

- Logo or other graphic/image in JPG or PNG format with a maximum file size of 25MB.
- Text no more than 120 words.
- May include website or other URL hyperlinks.

Social Media Content Guidelines

- Text no more than 280 characters in length, including any URLs.
- One image per post in JPG or PNG format with a maximum file size of 8MB (no videos)
 - For Instagram only: image must be a size/ratio of 1080x1350px (4:5 portrait) or 1080x1080px (square)
- Provide all applicable business social media handles for tagging if desired