



Social Media Style Guide

Social media guidelines for using content and assets in communications and marketing outreach efforts

04/11/2022

APPLIED AI
CHALLENGE

OBJECTIVES FOR SOCIAL MEDIA KIT

To establish, and share, Applied AI Challenge social media content and branding to ensure consistency in visuals, voice, and messaging across social media platforms.

- **Color Palette**
- **Fonts**
- **Visual Identity**
- **Use Cases**
- **Social Media Channels**
- **Key Stats**
- **Sample Social Media**
- **Secondary Hashtags and Social Media Profiles**

Link to [Assets Folder](#)

Color Palette



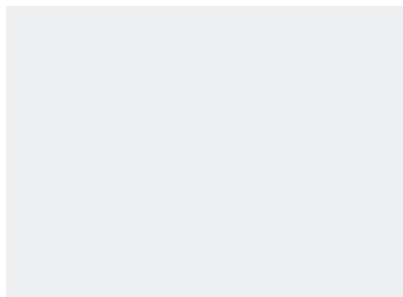
#d72c79ff



#4950c3



#4866ff



#edeff0



#151621

Fonts, Visual Identity, Graphics, and Use Cases



Primary Font: Public Sans

- Accessibility
- Support USWDS (design system recommended by 21st Century IDEA)
- Clean, strong, neutral, modern
- Free, Open Source
- Performs well in headlines, text, UI

Secondary Font: Helvetica

- Accessibility
- Universal font works with GovDelivery and other platforms and applications for print and digital use
- Currently being used by other TTS programs such as 18F

Visual Identity



Use Cases

- Social media. Content is designed for use on Twitter social media platform; however, messaging can be used for any platform.

Note: If using a platform other than Twitter, please be sure to check the appropriate @handle to ensure you are tagging the appropriate accounts.

SOCIAL MEDIA SUPPORT CHANNELS

- **GSA_TTS**
Twitter: @GSA_TTS
LinkedIn: <https://www.linkedin.com/company/gsa-tts/>

- **GSA (Flagship)**
Twitter: @USGSA
LinkedIn: <https://www.linkedin.com/company/gsa/>

- **Challenge.Gov**
Twitter: @ChallengeGov

- **CoE**
Twitter: @GSACoE

Key Stats

“The government’s AI toolkit is diverse and spans the federal administrative state. Nearly half of the federal agencies studied (45%) have experimented with AI and related machine learning (ML) tools”

[Source cited.](#)

“U.S. federal civilian agencies budgeted \$1.5 billion for FY 2021, almost 55% higher than its 2020 request”

[Source cited.](#)

“North America’s GDP is likely to get a 14.5% boost in GDP from AI”

[Source cited.](#)

“In the last 10 years, AI-related PhDs have gone from 14.2% of the total CS PhDs granted in the United States to around 23% as of 2019, according to the Computing Research Association”

[Source cited.](#)

“In 2021, the artificial intelligence (AI) market in North America is projected to be worth 20 billion U.S. dollars making it the major AI regional market worldwide.”

[Source cited.](#)

Social Media Sample Content



General Content Samples

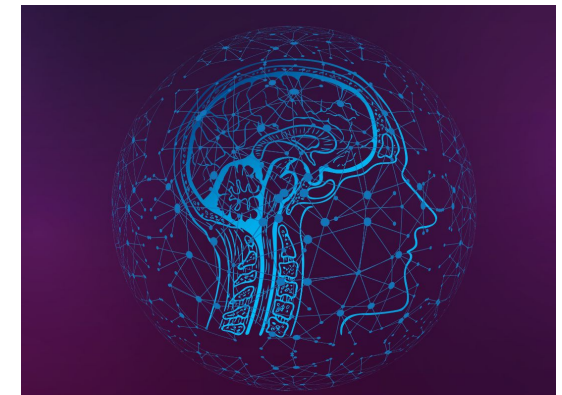
The @GSA_TTS #AppliedAIChallenge #PrizeChallenge seeks innovative #AI #ML #NLP technologies that expand opportunities for new business processes & service delivery. Learn more at: [\(insert challenge.gov link\)](#)



#DYK? The #AppliedAIChallenge is the first-ever federal #AI #NLP #TextAnalytics #ML #PrizeChallenge from @GSA_TTS. Give this a 👍 then, follow the challenge at: [\(insert challenge.gov link\)](#)



Are you a #Tech #Startup or small #AI #Business solving for #ClimateChange? If yes, then check out @GSA_TTS's #AppliedAIChallenge to help U.S. federal agencies improve services for the American people. Visit [\(link\)](#)



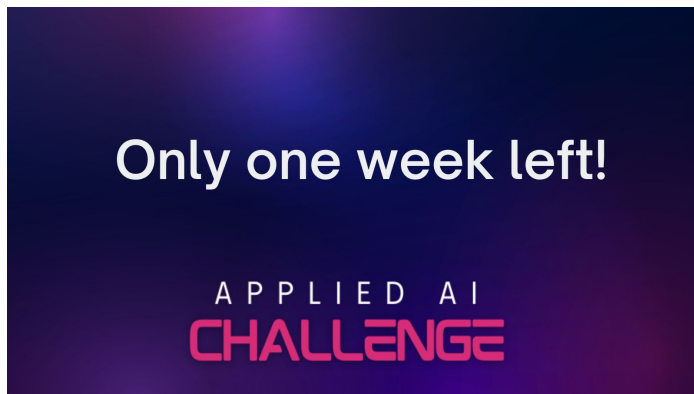
APPLIED AI
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Social Media Sample Content



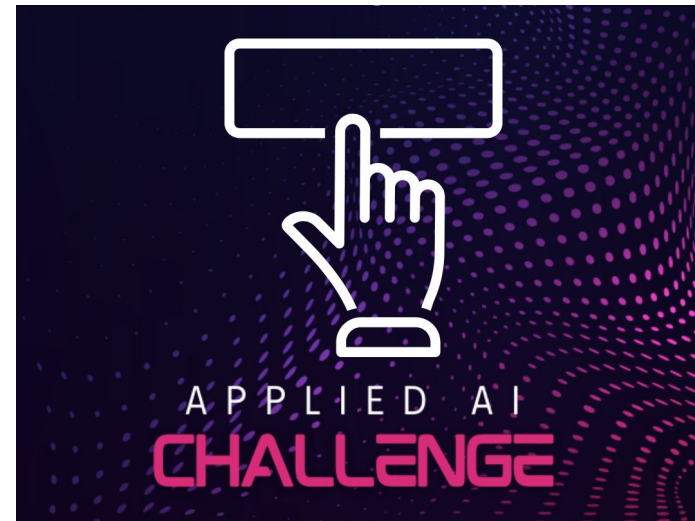
One Week Left Reminder

Don't miss your opportunity to win awards & assist agencies w/adoption of #AI & related technologies like #NLP #ML to better serve the American people! Hurry! One week left of @GSA_TTS's #AppliedAIChallenge Details at: [\(insert challenge.gov link\)](#)



Drive traffic to Winners tab to learn more:

Discover how the #AppliedAIChallenge inaugural winner(s) worked their #AI technology magic? Read more about the #PrizeChallenge and award via the Challenge.Gov Winners Tab [\(link\)](#).



Follow Us and Share on Social Media:
#AppliedAIChallenge



GSA TTS



Center of Excellence



Challenge.Gov

Secondary hashtags:

#PrizeChallenge

#NaturalLanguageProcessing

#ArtificialIntelligence

#MachineLearning

#NLP

#AI

#TextAnalytics

#ML