

# THE 6TH ANNUAL SKIN OF COLOR SOCIETY MEDIA DAY

SPRING 2023

## SOCS EXPERTS VIDEO SERIES

Showcasing the expertise of dynamic SOCS members through the creation and dissemination of educational video content.

Under the leadership of Dr. Valerie Harvey and co-chaired by Drs. Candrice Heath, Janiene Luke and Nkem Ugonabo, filming will take place during the AAD Annual Meeting. Line-up of experts and topics will be announced soon.

### CONTACT

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For our **6th Annual Skin of Color Society (SOCS) Media Day**, we will take a different approach from our traditional Media Day event, which in past years has included four in-person events in NYC and most recently, a virtual event.

Given the power of video in today’s media environment, coupled with tremendous interest in the expertise of SOCS members on numerous topics in skin of color dermatology, healthcare and society, we will dedicate this year’s media-related efforts to producing **a series of educational videos for dissemination through news and social media.**

The envisioned **series of professionally produced short-form videos** will serve a variety of important purposes, such as:

- To **provide journalists, bloggers and content producers with engaging and usable video content on hot topics** in skin of color dermatology, beauty, healthcare, medicine, and society.
- To be **disseminated via PR Newswire and through a customized media outreach** campaign, these videos can stand alone as news content, augment news stories in the works, and spark ideas for future features;
- To enhance and diversify our offerings in the **SOCS educational video library**, which are housed on the SOCS website and promoted via social media;
- To add to educational content available to members at no cost and the public for a nominal fee in the **SOCS Dermatology E-Learning + Equity Platform (DEEP)**;
- To **share on social media platforms** by SOCS, SOCS members, supporters and collaborators to educate the dermatology and medical communities as well as the general public.



## SPONSORSHIP OPPORTUNITIES

### SOCS ANNUAL MEDIA DAY

	SUPER FAN \$30,000+	FAN \$15,000	FOLLOWER \$5,000	SUPPORTER \$2,500
Special recognition at the Annual SOCS Scientific Symposium held in conjunction with the AAD Annual Meeting (2023).	●	●	●	●
Recognition in the Annual SOCS Scientific Symposium final program (2023).	●	●	●	●
Tiered recognition on all post-event “thank you” messages	●	●	●	●
Company logo inclusion in the ending screen of videos, and company mention/logo in all promotional material related to the series.	●	●	●	●
Tiered recognition on SOCS website as sponsor.	●	●	●	●
Social media posts recognizing support in digital communication and promotional materials sent to media, posted on SOCS website, shared on social media platforms (IG, Twitter and Facebook).	5	3	1	
Inclusion in a widely distributed PR Newswire national news release to 4,000+ media outlets and dermatology influencers.	●	●		
Access to use the videos for educational purposes on company’s social media platforms	●	●		
One 30-minute Instagram Live event with a SOCS leader themed after one of the videos, delving into the chosen topic with the expert.	●			