

# Influencer Content Guidelines for Digital Marketing

These guidelines outline expectations for influencers collaborating with our brand for digital marketing purposes. Please adhere to the following to ensure a successful and compliant partnership.

## 1. Brand Representation

- Represent the brand truthfully and authentically in all content and interactions.
- Do not mislead or exaggerate the benefits of the brand products/services.
- Familiarize yourself with key messages and brand values.
- Avoid engaging in negative remarks regarding competitors.

## 2. Disclosure and Transparency

- Clearly disclose all sponsored posts, partnerships, or gifted items as required by applicable laws and platform guidelines (e.g., #ad, #sponsored).
- Ensure disclosures are visible and easily understood by the audience.

## 3. Content Standards

- Create original content that aligns with the brand's tone and guidelines.
- Do not use hate speech, offensive language, or imagery.
- Obtain necessary permissions for any third-party content used (such as music or images).
- Ensure accurate product and brand representation in visuals and captions.

## 4. Posting Requirements

- Adhere to agreed-upon posting schedule, platforms, and content formats.
- Tag the brand's official account and use designated campaign hashtags.
- Avoid deleting sponsored content for a minimum agreed period.

## 5. Legal Considerations

- Comply with all relevant advertising regulations and platform terms of service.
- Do not make unsubstantiated or false claims regarding the brand or its products.
- Respect copyrights, trademarks, and all intellectual property rights.

## 6. Community Interaction

- Engage respectfully and positively with your audience regarding campaign content.
- Report any negative incidents or feedback to the brand promptly.

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**By participating in this campaign, you confirm that you have read, understood, and agree to abide by these guidelines.**

