

# Influencer Collaboration Guidelines for Activations

Thank you for partnering with us. Please read the following guidelines to ensure a smooth and successful collaboration.

## 1. Content Expectations

- Create original and authentic content that aligns with both your personal brand and our campaign objectives.
- Showcase our products/services organically within your content.
- Integrate any required branded hashtags or handles as communicated in the brief.

## 2. Posting Requirements

- Publish content on agreed-upon platforms and formats (e.g., Instagram, TikTok, Stories, Reels, etc.).
- Follow all platform-specific disclosure guidelines.
- Tag our brand's official account as specified.

## 3. Deadlines & Approval

- Submit content for review by the deadline outlined in your brief.
- Incorporate any feedback provided and resubmit for final approval, if required.
- Only post once approval has been granted in writing.

## 4. Disclosure & Transparency

- Clearly disclose the partnership using approved language (e.g., #ad, #sponsored).
- Ensure transparency with your audience about the nature of the collaboration.

## 5. Brand Alignment & Conduct

- Do not share offensive, controversial, or otherwise inappropriate content.
- Maintain professionalism in all communication regarding the collaboration.
- Notify us immediately if any issue arises that may affect the activation.

## 6. Usage Rights

- By participating, you grant us permission to use your content for marketing and promotional purposes, as outlined in your agreement.
- Contact us regarding any questions about content usage or distribution.

## 7. Contact Information

For questions or assistance, please reach out to your campaign manager at *[Contact Email]*.