

Influencer Content Guidelines

1. Brand Alignment

- Review brand values and ensure all content aligns with the brand's mission and tone.
- Use provided key messaging points accurately.
- Avoid topics or language not in line with the brand image.

2. Content Requirements

- Content types: Posts, Stories, Reels, and/or Videos as per campaign brief.
- Include the required hashtags and brand mentions in captions.
- Ensure product and branding are clearly visible where specified.

3. Disclosure

- Clearly disclose any partnership or sponsorship (e.g., #ad, #sponsored).
- Follow all relevant advertising and social platform guidelines for endorsements.

4. Visual Style

- Keep visuals clean and uncluttered; maintain high image and video quality.
- Do not use filters or edits that misrepresent the product or brand.

5. Review & Approval

- Submit all content for brand review before posting if required.
- Allow at least 48 hours for feedback and revisions.

6. Community & Engagement

- Respond respectfully and promptly to comments and direct messages related to the campaign.
- Do not engage with or promote offensive, hateful, or controversial content.

7. Legal & Intellectual Property

- Only use music, images, and other assets you have the rights to.
- Do not include third-party brands or logos unless pre-approved.

For any questions or clarifications regarding these guidelines, please contact your campaign manager.

