

INFLUENCER CAMPAIGN CONTENT GUIDELINES

Campaign Overview: (example)

We are excited to have you as a part of the SampleBrand Campaign! Below you will find the information needed to create your awesome content and make this campaign a success.

Ultimate Message: (example)

We want you to highlight what you love most about our product and showcase a few of its key features. Keep your message authentic, and your audience in mind.

Branding Guidelines: (examples)

- *Company name is 1 word, not 2. "SampleBrand"*
- *Do not add "s" to end of product name*
- *Etc.*

Content Post Requirements: (examples)

- *Posts must include at least (1) high quality image*
- *Must use pre-approved FTC sponsored post verbiage throughout all content*
- *Etc.*

Tagging Requirements: (examples)

- *#CampaignHashtag*
- *@SampleBrand*
- *Etc.*

Imagery Guidelines: (examples)

- *Clear, high-res photos only*
- *Brand name must be shown*
- *Etc.*

Language Restrictions: (examples)

- *No words/language like "indulge", "craving" – words that can be seen as over-indulgent*
- *Posts should not include topics or text that contain politics or religion*
- *Etc.*

Helpful links:

Links to docs or videos that will be helpful and provide additional information for the campaign