

# Digital Partnership Guidelines

*For Social Media & Blog Collaborations*

## 1. Purpose of This Document

These guidelines outline the standards, tone, and expectations for partners creating or sharing content on behalf of our brand. They ensure that all posts, whether on social media or blogs, are aligned with our values, legal requirements, and brand identity.

## 2. Brand Voice & Messaging

### Tone:

- Professional yet approachable
- Positive, encouraging, and solution-oriented
- Avoid overly technical jargon unless targeting industry experts

### Key Messaging Principles:

- Highlight value and benefits, not just features
- Prioritize authenticity over sales-heavy language
- Use clear, inclusive, and respectful language
- Always represent the brand truthfully, avoid exaggerated claims

## 3. Content Guidelines

### A. Social Media Posts

- **Length:** Platform-appropriate (short & engaging for Instagram, more context for Facebook)
- **Visuals:** High-resolution, brand-aligned imagery or videos; avoid low-quality or pixelated content (Size 1:1 at least 1080 x 1080)
- **Hashtags:** Use agreed-upon branded hashtags + relevant industry hashtags
- **Tagging:** Tag the brand's official account in captions or images and website (coversandcamo.com)

- **Call-to-Action (CTA):** Encourage engagement (e.g., “Learn more,” “Join us,” “Comment below”)
- **Branding Guidelines:** Follow the usage of the branding guidelines based on the link that will be provided separately
- **Sample Post:** If you are a pet shop, we would suggest to position one of your pets like a dog and take a picture of him on top of the car seat cover installed in the car with a caption of “Look at James enjoying the new seat covers from @coversandcamo. You can visit their website at [coversandcamo.com](https://coversandcamo.com) so your pet from @yourcompanyname can ride like a champ! #CustomSeatCovers #CarCare #DogsOfFacebook #DogLife

## B. Blog Posts

- **Word Count:** Minimum 800-1,500 words unless otherwise agreed
- **SEO:** Use keyword strategy provided by the brand
- **Structure:** Clear headings, short paragraphs, relevant links
- **Images:** Include at least one featured image and relevant visuals throughout; ensure copyright compliance. Include pictures of actual products installed in the car
- **Citations:** Attribute all statistics, quotes, and third-party content

## 4. Compliance & Legal Requirements

- Follow all relevant advertising guidelines (e.g., FTC, ASA, or local equivalents)
- Disclose partnerships using #ad, #sponsored, or platform-specific disclosure tools
- Avoid sharing confidential, sensitive, or proprietary information
- Only use music, images, or video with appropriate licensing or permissions

## 5. Approval Process

- **Pre-Approval:** All content must be submitted for review at least **5 business days** before the scheduled posting date
- **Feedback:** Brand will provide feedback within **2 business days**
- **Final Approval:** Written confirmation required before publishing

## 6. Posting & Engagement

- Schedule content according to the brand’s content calendar

- Monitor comments and respond (or escalate) within **24 hours**
- Avoid engaging in arguments, political discussions, or controversial topics on brand channels

## 7. Performance Tracking

- Share post metrics (reach, engagement, clicks, conversions) within **7 days** after posting
- For blogs, provide performance updates at 30-day intervals (traffic, keyword ranking, engagement time)

## 8. Brand Assets & Style

- Use only approved logos, colors, and fonts (provided in brand kit)
- Do not distort, recolor, or alter brand assets
- Keep visual style consistent with the brand's identity

## 9. Partnership Etiquette

- Maintain professionalism in all communications
- Be proactive in suggesting ideas and opportunities
- Notify the brand immediately if any issue arises with content or posting schedule

## 10. Breach of Guidelines

Failure to follow these guidelines may result in:

- Revision requests before content goes live
- Removal of content after publishing
- Termination of partnership agreement