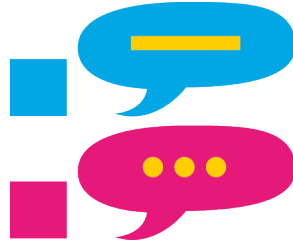


# Product Guidelines

## Social Media Activities



### What will the client do?

#### Twitter Chat

- Client will discuss and confirm the Twitter chat content and objectives with their Mediaplanet contact.
- Client will approve the date and time of the Twitter chat.
- Client will review a minute-by-minute script written by Mediaplanet's social media team in conjunction with relevant influencers and/or associations.
- Client will submit a high resolution logo for promotional materials. (**Note:** Art direction, style, and tone will remain under the control of Mediaplanet's creative and editorial teams.)

#### Competition/Giveaway

- Client will discuss and confirm the giveaway objectives with their Mediaplanet contact.
- Client will submit high resolution images, a description, and the monetary value of product(s) being given away.
- Client will send the product(s) to Mediaplanet or to the winner directly (depending on legal market requirements and the client's preference.)

**Submission of materials:** Email logo, data, and other relevant materials to your Mediaplanet contact.

### What will Mediaplanet do?

- Mediaplanet will promote and advertise the event or activity from start to finish on owned social media channels and across relevant print and/or digital platforms.
- Once the campaign is completed, Mediaplanet will send available social media activity insights and analytics with the client.

### Who owns the content?

- Once the social media activity has completed, both the client and Mediaplanet will have rights to content generated from the event and will be permitted to share and repurpose it as each party wishes.