

Influencer Style Guide

SOCIAL GUIDELINES

- Handles + Tags:
 - All posts must tag the appropriate channel and include #hashtag
 - Instagram: [@handle](#)
 - Twitter: [@handle](#)
 - FB: [@handle](#)
 - YouTube: [@handle](#)
 - Pinterest: [@handle](#)
 - **For partnerships with DESTINATION State Parks, use these:**
 - Instagram: [@handle](#)
 - Facebook: [@handle](#)
 - Twitter: [@handle](#)
 - #hashtag and #hashtag
- Copy:
 - Copy should speak to your styling choices and highlight discovering new places in DESTINATION that would inspire your audience to travel throughout the state.
 - Must avoid slang, derogatory language, expletives and political affiliations.
 - DESTINATION is an inclusive, family-friendly brand and we work with partners with like-minded values.
 - Brand background for informative copy inspiration:
 - **Overview:** DESTINATION boasts a mix of historic charm, waterfront adventures, striking scenery and a burgeoning culinary scene. With 10 warm-weather months, from the mountains to the Midlands to the coast, there's always something new to discover in DESTINATION.
 - www.destinationwebsite.com
 - Key brand words / hashtags that can be incorporated when appropriate:
 - Discover or Undiscovered
 - Adventure
 - Explore
 - Hidden gems
- Image Content/Quality:
 - Showcase iconic landmarks, scenic roads, adventure experiences, culinary masterpieces and that perfect hole in one.
 - Ensure each photo features proper lighting to showcase the experience and/or scenery.
 - Photos should have a sense of place - i.e., a close up of hiking boots, or a golf ball, for example, where the shot could be taken anywhere have no sense of place.
 - Photos should be clear and sharp.
 - Content should follow the terms of agreement with DESTINATION.
 - ie. no off-limits locations or death defying imagery - balancing on sheer rocks, bridges, etc.

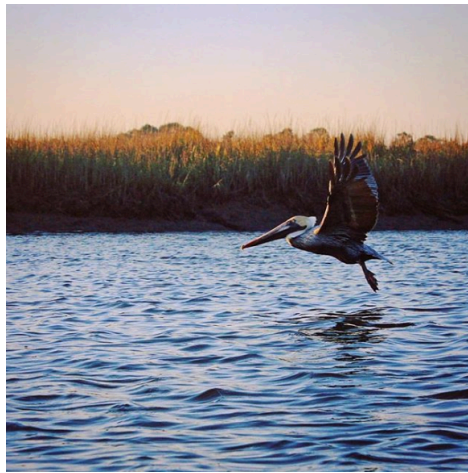
- Video Quality:
 - Ensure each video features proper lighting to showcase experience and/or scenery.
 - Sound is clear and clips are blended appropriate, or music is brand appropriate.
 - Brand-appropriate music is on trend, effortlessly cool, and avoids any confrontational/controversial language or concepts.
 - Camera is stabilized or camera shake is stylistically intentional.
 - **Influencer must obtain rights to use all music and visuals used in video on behalf of DESTINATION.**
- Logos/Trademarks:
 - Ensure no logos or trademarks are present in produced content and social posts from the influencer
- Ownership:
 - DESTINATION to have rights to re-purpose produced content to use towards paid social promotion across DESTINATION's owned social channels
 - Influencer must own all rights to music in any produced content and provide credit where/if needed in post copy

Delivery Instructions:

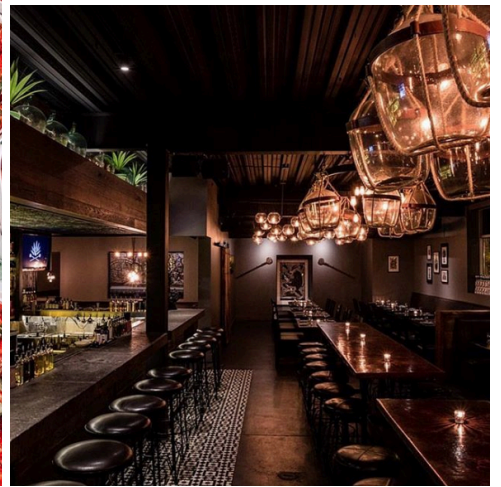
- Name each file with the city and location it captures.
- High-resolution images are to be provided via Dropbox or similar source to DESTINATION.

Image Inspiration

Outdoor/Travel



Culinary



History/Culture



Golf

