

All information shared in this newsletter is confidential.

Lemon8 Creator Newsletter #5

Hey everyone! We're back with our weekly newsletter. We're finding Sundays to be a good day to catch up with everyone - but feel free to leave a comment in the Slack General room to let us know if Sundays aren't working for you!

Important Deadlines

- **WEDNESDAY (May 10th) - First five (5) posts due for review**
- **TUESDAY (May 16th) - Revised content due (if revisions required)**
- **SATURDAY (May 29th) - Last five (5) posts due for review**

🌀 Posts to be [uploaded into the Palm portal](#) for review

TIP: Bookmark the [Due Dates guide](#) to ensure you are staying on track!

Limited Time **May/June Content Guide**

Post these themes/topics for a chance to get featured!

What is this? What is required?

For May and June, Lemon8 has launched specific topic themed campaigns to guide your content creation. Their favorite posts will be featured as Editor's Picks, in-app banners, off-platform shoutouts, etc. This is not required, but recommended! All will be extremely beneficial for your growth as a Lemon8 creator.

What are the topics and requirements to participate?

This will outline all details regarding how to participate in this special additional campaign, what topics are requested, deliverables requirements, hashtag, and caption requirements. These topics are exclusive to May and June, therefore plan your content for Lemon8 accordingly.

Please review the topic guide that aligns best with your niche(s), and location:

MAY/JUNE TOPICS for creators based in NYC:

- [NYC Fashion](#)
- [NYC Wellness](#) + [List of Workout Studios to Review](#)
- [NYC Home](#)
- [NYC Travel](#)
- [NYC Food](#)

MAY/JUNE TOPICS for creators based in other Cities:

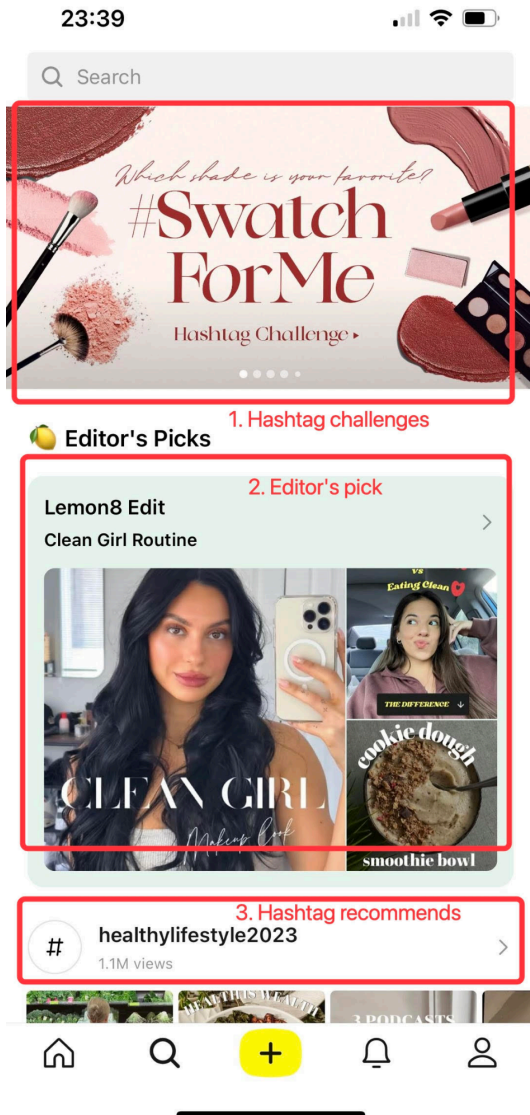
- [Fashion](#)
- [Wellness](#)
- [Home](#)
- [Travel](#)
- [Beauty Content Guide](#)
- Food - we do not have a guide yet, but the Featured Post theme is: *Reviews - restaurants, cafes, bars, bakeries, etc*

✨ The benefit

This special campaign will allow creators to boost their growth on the platform since this content will be favored by Lemon8. Utilizing the curated hashtags for each individual topic themed posts will promote your content on the platform since these contents will be prioritized in advertisement.

Please find a visual of where your posts could be featured on the app, if you participate in the May/June content initiative! We strongly encourage creators to choose topics from the featured topic lists in your respective May/June posts guides.

Please don't forget to select the "Featured" post subcategories when you upload your posts



✨ How to submit?

Please submit content as you would normally in the platform. We now have a new requirement that all posts are required to be tagged with a Category **and** Sub-category. Please select the **FEATURED POST** sub-category that matches you post.

Please review the requirements in the docs for what needs to be included for featured posts, including required hashtags

FAQ

🕒 How do I submit questions to the Palm team? 🕒

Due to the high volume of questions we are starting to receive, **we are asking all Lemon8 creators to please post their questions in either:**

- the **#lemon8-general-chat**, or
- the **#slack channels for your specific category:**
 - Beauty: #04_lemon8-beauty
 - Fashion: #04_lemon8-fashion
 - Food: #04_lemon8_food
 - Home: #04_lemon8_home
 - Wellness: #04_lemon8_wellness
 - Travel: #04_lemon8_travel

This also helps other creators, as we know many of you have the same questions!

If the question is personal, please submit your request in your the Support Portal in your platform:

The screenshot shows the 'Lemon8 Creator Portal' interface. At the top, there are navigation tabs: 'Submissions', 'Notifications', 'Onboarding', 'Support' (highlighted in orange), and 'Resource'. Below the tabs, on the left, is a '+ Create new' button. The main content area is a 'Create new' modal form. It contains the following fields and elements:

- Issue Title***: A text input field.
- Description***: A text area with the placeholder text 'Please describe in detail what is the issue you are reporting or question/request'.
- Type***: A dropdown menu with 'Select...' and a downward arrow.
- Submit Issue***: A button that has been clicked, showing 'Submitted x'.
- Buttons**: At the bottom of the modal, there are two buttons: 'Edit Extension' and 'Save'.

At the bottom left of the portal, there is another 'Edit Extension' button.

🕒 What to do if posts are still "in review"? 🕒

We are working through reviews of any April posts that were submitted past the deadline, as well as any new May posts. Any posts submitted will be reviewed by Palm by eod tomorrow.

Review process:

- **Palm reviews firsts and either approves or asks for revisions**
 - **Once Palm has pre-approved, then**
 - **Lemon8 does final review/approval**
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😊 **Helpful Posting Resources!** 😊

- [Lemon8 Resource Doc Center](#) - outlines approved cover photo and photo styles, and labeling guidelines.
- [Newsletter #1](#) - most common reasons for content revisions
- [Newsletter #2](#) - top posts from the Palm creators, as rated by the Lemon8 team
- [Newsletter #3](#) - top posts, new Slack Showcase rules, newly revamped posting guides
- [Due Dates](#) - overview of the upcoming due dates for the next few months
- [Fashion Guide](#) - more do's and don'ts for fashion content specifically

Thank you,
Palm Team