**Guidelines for Dolphin Kick Brand Ambassadors for Instagram – Parent and/or Guardian**

* It’s very important that you are transparent to your followers that you have been gifted/incentivised to wear the items of clothing. This is regulated by the Competition and Markets Authority in the UK and by the FTC in the USA. Other countries will have similar bodies to regulate advertising and social media; it’s very important that you research any specific regulations in your own country before you start to post on behalf of Dolphin Kick.
* Please read the separate document that we have prepared “**Guidelines for Disclosing Sponsored Social Media Posts”**. One of the key takeaways for you is that tagging @dolphinkickuk in the post is not enough by itself.
* We would therefore request that you use the word “AD” at the beginning of any caption on posts where you are clearly wearing and promoting the products we have provided to you.

Our Expectations:

* Please include “Brand Ambassador for @dolphinkickuk” in your bio if you have the space to do so. We recognise that some of our brand ambassadors have several sponsors and may not be in the position to do so.
* Post regularly on your feed about your @dolphinkickuk kit when you are wearing it for training or races. During the main triathlon season, we would expect at least one post per week that is spotlighting the Dolphin Kick brand. You do not need to tag us if you are not wearing our items and it is not relevant to do so.
* Please use the hashtag #HowWeTri in your posts
* Please look to post in your stories at events you attend when wearing your Dolphin Kick kit and tag @dolphinkickuk. Obviously before and during events, your focus needs to be on your race, so ask friends or family to take some action shots that you can post later.

For our Younger Ambassadors

* It is important for us that you use social media safely so when we repost your content onto our main account, we will block out your social media name so you don’t get unsolicited attention
* We would prefer you not to tag your friends in posts that are spotlighting our sponsorship, otherwise it’s quite difficult for us to share or repost.
* Please don’t use poor quality images – if there are no suitable images from an event, just let us know that is the case.

Content Support

* We will let you know in advance what our marketing initiatives are each month so you know where you might see us, which products we are launching or promoting and also give you a few ideas to help you be creative in your social media posts.

**ONCE READ PLEASE INITIAL**

Updated JANUARY 2024