**Guidelines for Dolphin Kick Ambassadors for Instagram – Child**

* It is important that you make it clear to your followers that your kit was discounted or a gift.
* Please make sure you read or have read to you, the document “Guidelines for Disclosing Sponsored Social Media Posts”. Then write your initials at the bottom of the page.
* Tagging @dolphinkickuk in your posts can be misleading on its own. We would like you to use the word “AD” at the beginning of any caption on posts, so it is clear you are wearing and promoting the reduced price products we have supplied to you.

Our Expectations:

* Please include “Brand Ambassador for @dolphinkickuk” into your bio if you have space to do so.
* Post regularly on your feed about your @dolphinkickuk kit when wearing it for training or competing.
* 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 try to post in your stories when attending events & wearing your Dolphin Kick kit tag, @dolphinkickuk. Obviously before and during events your focus needs to be on your race, so ask family or friends to take some action shots for you to post later.
* **We would like to invite you to take part in one “Instagram takeover”. You can nominate the date/event that will work best for you.** It can be for a training session rather than an event. We will issue you with a password, which will give you time-limited access to our Instagram account.
* It is important for us that you use social media safely. When we repost your content onto our main account, we will block out your social media name, so you do not get unwanted attention.
* We would prefer you not to tag your friends in posts that are focused on our sponsorship, as it will be difficult for us to share or repost.
* Please do not use blurry images. If there are no suitable images from an event, please just let us know. We would prefer no images than blurry images.

Content Support

* We will let you know in advance what our marketing purposes are each month so you know where you may 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**