

Influencer Content Guidelines Template



Content guidelines should be created to help creators understand your campaign goals. It gives you an opportunity to provide creative direction, brand guidelines, and expectations around timing.

Brand name:

Campaign name:

Company overview:

Who is your brand and what are its values?

Campaign hashtag (if applicable):

Campaign overview:

Short description of the purpose of campaign

Campaign message:

Bulleted list of information that should be included in the caption i.e. cruelty free, clean ingredients etc.

Campaign objectives:

What are you hoping to accomplish i.e. brand awareness, engagement, web traffic etc.

Channels:

Which channels will be used in the campaign i.e. Instagram, Pinterest

Deliverables:

Deliverable description:

Specific guidelines for the creative i.e. logo must be visible

Mood board & inspiration:

Provide creative tips and examples of images that you're looking for. But don't be so specific that you stifle the creativity of the ambassador

Content dos and don'ts:

More content guidelines. i.e. do include the product logo and don't display other brands logos in the content

Deadline:

When should the deliverables go live?

Content Review Process (if applicable):

Will you approve content before it is live? If so, what is the content review process?

Payment Process (if applicable):

How will you handle payment? And when will it be paid?
