

## Brand Social Media Guidelines for Emmy Season

We encourage sponsors and brands to share their Emmys excitement. Here are some guidelines for planning your social rollout.

### DO:

- Retweet or share anything we post from our official accounts:
  - We are **@TelevisionAcad** on Twitter/Instagram/Tumblr/Facebook
  - our Facebook Page is called "Emmys / Television Academy,"
  - our YouTube URL is /TelevisionAcad.
  - **NOT @TheEmmys or @Emmys**
- Reference our accounts (mentioned above) in your Emmys coverage.
- Link to any of our articles, videos, photos, galleries.
- Space permitting, use **#Emmys** on Primetime Emmys-related posts and **#EmmysArts** on Creative Arts Emmys-related posts.
- Tag/mention the applicable handle (listed above) when posting something Emmys-related, so we can re-share it to our social accounts. If you didn't tag us in the post, please email links to <mailto:rowder@televisionacademy.com> so we'll know to re-share.
- When granted access to space(s) on-site: know, respect, and honor the purpose of that particular location within the holistic plan of the day's events. If you are unaware, please ask; we're happy to help.

### WATCHOUTS:

- **Do not tag @TheEmmys or @Emmys (that is not us)**
- **Do not** mash up your brand with the Emmys in one hashtag
  - i.e. #EmmysYOURBRAND is not acceptable.
  - However, using **#Emmys** separately from #YourBrand is great.
- **Do not** create an implied endorsement (ie Emmys love YourBrand!)
- **Do not** show favoritism toward one nominee. An impartial, objective POV is required.
- **When creating images** using our marks, they must be approved by the Television Academy Media & Brand Management team before distribution. Email them to <mailto:trompeter@televisionacademy.com> for approval and allow at least 3 business days for review.
- When on-site as a representative of your brand, *do not conduct interviews or otherwise interact with event guests* if not pre-approved to do so. This ensures a smooth and comfortable day for all involved.
- Do not stream live for longer than 3 minutes for every 10 minutes unless other terms have been pre-arranged and approved by the Marketing team.