SOCIAL MEDIA COLLABORATION GUIDELINES

FOR ANGUS AUSTRALIA MEMBERS

These guidelines outline how Angus Australia members can collaborate with Angus Australia on social media content across multiple platforms.

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MEMBER **BENEFITS**

INCREASED SOCIAL REACH
and exposure for your operation

ACCESS
to Angus Australia's established audience across all social platforms

POSITIVE ASSOCIATION
with the breed organisation

GREATER INDUSTRY RECOGNITION
and credibility

ANGUS
— FOR EVERY SYSTEM —

HELP BUILD THE STORY
of "Angus for Every System"

## ANNUAL **COLLABORATION LIMITS**

Important: Limited to ONE collaboration per financial member per platform per year

- **Instagram:** 1 collaboration post OR reel per year
- **Facebook:** 1 post OR reel per year
- **Twitter/LinkedIn:** 1 post per year per platform
- **Stories (Instagram/Facebook):** Unlimited, but subject to Angus Australia's discretion

Choose your timing wisely to maximise impact

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CONTENT **WE'RE LOOKING FOR**

- High-quality photos and videos of Angus cattle
- Farm life and day-to-day operations
- Breeding program highlights
- Seasonal activities (calving, weaning, showing)
- Industry events and field days
- Behind-the-scenes farm activities
- Cattle handling and management
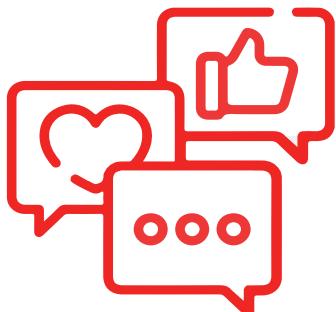
UNIVERSAL **CONTENT STANDARDS**

All content must meet these requirements:

Quality Requirements

- **Images:** Clear, well-lit photos with good composition
- **Videos:** Stable footage, clear audio if applicable
- **Reels must be Vertical Format:** fill the entire screen - no black bars top/bottom

Prohibited Content

- No logo use (your stud/business logo cannot be on the content)
- No mention of cattle for sale, products for sale, or sale dates
- No promotion of events (except Angus Australia events eg. Educational Field Day)
- No offensive or inappropriate music
- No watermarks from other organisations
- No poor quality images or videos
- No content showing poor animal welfare practices
- No inappropriate or unprofessional language
- No political or controversial non-industry content
- No competing breed organisations featured prominently

PROFESSIONAL **STANDARDS**

- Content should reflect positively on the Angus breed and industry
- Keep messaging positive and professional
- Focus on quality, heritage, and excellence
- Use appropriate and professional language

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| PLATFORM-**SPECIFIC GUIDELINES**

INSTAGRAM COLLABORATION POSTS & REELS

How to Submit:

1. Create your post/reel with an appropriate caption and music/sound

2. Tag @angusaustralia as a COLLABORATOR (not just a mention or tag)

3. Tag @angus_youth_australia if the content is youth-relevant

4. Add relevant hashtags from the approved list below

5. Angus Australia will receive a collaboration request and accept if all guidelines are met

Additional Requirements

- Content must align with Angus Australia's values and messaging
- Include accurate information about cattle, breeding, or management
- A single website homepage link can be included at the bottom of caption (e.g. www.millahmurrah.com)
- No account tags in the caption
- No text overlay on imagery/video
- Reels must be in vertical format only
- Caption must clearly identify the location/stud - e.g., "Ben Nevis calves heading up the valley for winter" rather than "our calves are heading up the valley for winter"

Approved Hashtags:

#AngusAustralia
#AngusBeef
#AustralianAngus
#AngusBreeder
#AngusExcellence

#AustralianBeef
#QualityBeef
#BeefProduction
#AngusYouthAustralia
#yourstudname

INSTAGRAM & FACEBOOK STORIES

How to Submit:

1. Tag @angusaustralia and/or @angus_youth_australia

2. Drag the tag off-screen or reduce to very small tag in bottom corner for a clean look

3. You can also 'add mention' after posting if you forgot to tag initially

4. Use small location tags if appropriate

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Additional Requirements
- No other businesses visibly tagged on the story
- No links in the story (these will not be shared)
- Vertical format only (fill the entire screen - no black bars)
- Stories are shared in real-time and at Angus Australia's discretion
- Angus Australia may add text, commentary, or change music if deemed appropriate
- Story shares are limited to what Angus Australia deems reasonable

FACEBOOK, TWITTER & LINKEDIN POSTS

How to Submit:

1. Tag @angusaustralia in your post

2. Include #AngusAustraliaShare as a hashtag

3. Angus Australia will reshare to their accounts

Limits:
- 1 share per year, per platform, per financial member

❘ CONTENT **APPROVAL PROCESS**

For Instagram Collaboration Posts/Reels
- Content will be reviewed before approval
- Angus Australia reserves the right to decline collaborations that don't meet guidelines or for any other reason

For Stories
- Typically shared in real-time
- Must align with Angus Australia's brand values
- Angus Australia reserves the right not to share any content for any reason

For Facebook/Twitter/LinkedIn
- Content reviewed before resharing
- Must meet all universal standards listed above

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| BRAND **GUIDELINES**

Logo Usage

<u>No logos permitted</u> - your stud/business logo cannot appear on any shared content

Messaging

- Keep messaging positive and professional
- Focus on quality, heritage, and excellence
- Avoid controversial topics unrelated to cattle breeding

| COPYRIGHT **& LEGAL RESPONSIBILITY**

- You are responsible for the copyright of all footage/imagery
- Only share content you own or have permission to use
- Don't use copyrighted music without proper licensing
- Respect others' intellectual property
- High animal welfare standards must be demonstrated
- Don't use copyrighted music without proper licensing

| CONTACT **INFORMATION**

Social Media Enquiries:

Sarah Horrocks, Angus Australia
Email: socials@angusaustralia.com.au

Note: This email will not respond to questions about setting up or running social media accounts for members. Please keep all matters directly related to the sharing and/or collaboration of content.

| IMPORTANT **NOTES**

- These guidelines are subject to periodic review and updates
- Members will be notified of significant changes through regular communications channels
- Angus Australia reserves the right to decline or not share any content for any reason

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