

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.



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

ANGUS



angusaustralia.com.au

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

| 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	#AustralianBeef
#AngusBeef	#QualityBeef
#AustralianAngus	#BeefProduction
#AngusBreeder	#AngusYouthAustralia
#AngusExcellence	#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

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 registered stud

| 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



BRAND GUIDELINES

Logo Usage

No logos permitted - 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